

Getting REAL about Protecting New Hampshire's largest stratified drift aquifer

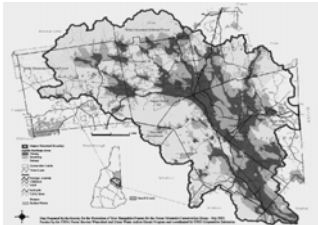


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GMCG Founded in 1997
Dedicated to the conservation of natural resources in the Ossipee Watershed. This watershed is located over NH's largest stratified drift aquifer. 379 square miles and 14 towns.

Guiding principle: To present objective information in a non-confrontational format thereby enabling the public to make informed natural resource decisions.

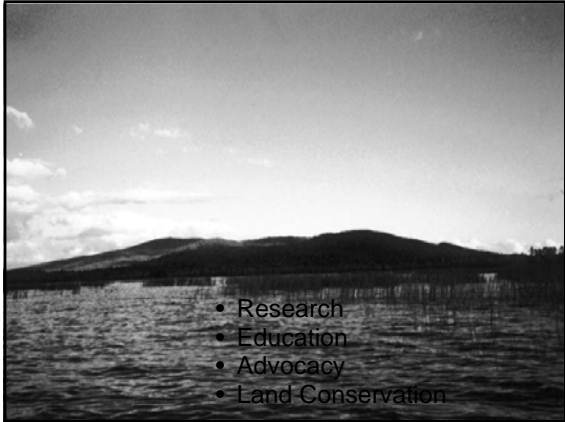


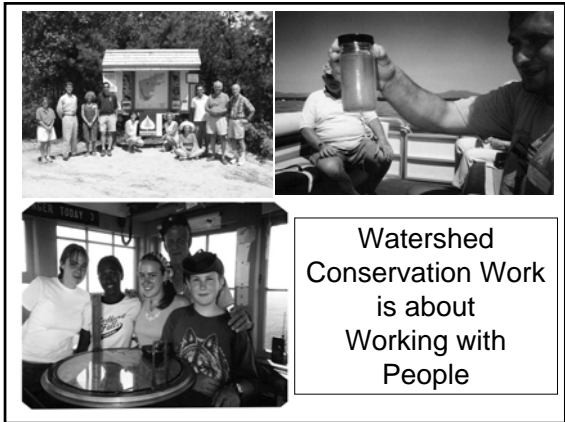
*"Healthy Water....
Healthy Communities"*

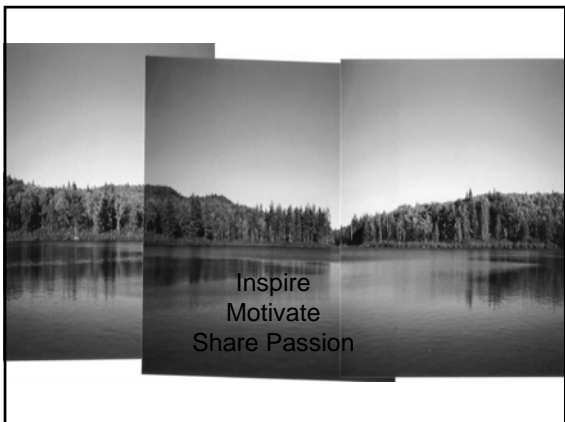


GMCG mission

"GMCG promotes an awareness of and appreciation for clean water and the wise use of shared natural resources across the Ossipee Watershed and fosters a commitment to protect them."







Groundwater Protection Ordinances

- **Funding** Two SWP grants to LRPC (2009, 2010) from DES
- **Goals** Help towns protect shared groundwater resources in a consistent manner
- **Methods** Promote understanding of the resource, threats, and available protections
- Evaluate regulatory measures through focused work sessions – address concerns while building comprehension
- **Partners** GMCG, Lakes Region Planning Commission, Ossipee Watershed Coalition, RCAP Solutions, Local Officials, NH DES

So, if you want to succeed...

- *You have to know what you are talking about!*
‘They’ will ask, and they should!

(1) Understand the definition of the district(s) being proposed

- WHPAs
- How are groundwater resources delineated?
- The science behind the map – be prepared to remind people that you don’t need a line on the ground.
- How will it be updated, i.e. what is the mechanism for keeping the map current?

So, if you want to succeed...

(2) Get conversant with current regulatory structure

- What rules apply? (which ones? Have them in your pocket!)
- Be ready to answer the question:
“Don’t EPA and DES protect us enough?”
- What does a local ordinance really mean in this town?

(3) Know the ins and outs of any model being considered

- What prohibitions are likely to draw attention?
- How will this tie in to current local administrative procedures?
- Would it read more smoothly if parts are moved around?
- Do you really understand the exemptions or how home businesses will be affected, for example?
- If you’re an RPC or consultant, be willing to say *“Actually, I don’t know. Let me find that out for you.”*
- Be prepared for the unexpected distraction. It’s valid because it’s a hurdle!

So, if you want to succeed...

(4) Beware the red carpet!

- Wanting to do the right thing shouldn't lead to passive acceptance of a model on principle...
- Questions should always be asked. You can always find a way to make it better! Plus, it leaves the door open for rational opposition.

(5) A Subcommittee, a Champion, and Compromise

- Consider tasking a group with getting into the weeds and reporting back to the Board. When the time is right the Board can get into the weeds too.
- Find someone else from town to speak supportively and sensibly about the ordinance.
- Know what you can give away...and what you can't.

So, if you want to succeed...

(6) Early noise is good noise

- If you know the opposition you can work with them. Encourage local leadership to come to the table early and often as well as those who are opposing you.
- Listen to them...they may have a very good point, and they might back down.

(7) Have a good outreach plan (and partner...like GMCG)

GPOs process

- 2008-2011:
34+ stakeholder meetings,
work sessions, & community
workshops
- 20+ PB presentations &
meetings
- 9 Public hearings



Education & Outreach

- Town Displays
- Fact Sheets, Aquifer Info. Sheets, Commonly Asked Questions,
- Press Releases, Letters to the Editor, Newsletter Articles
- Radio Interviews
- DVD for local television station
- Phone Calling
- Direct Contact
- Postcard Mailing



Madison case

- The Threat (Sludge)
 - The Reaction (Outrage)
 - The Retreat (Withdrawal)
-
- Were we safe?



Madison case

- We were not safe from sludge or other threats to our drinking water supplies
- PB subcommittee formed
- Ordinance drafted and presented
- Placed on ballot and PASSED overwhelmingly
- Many updates made to address new threats
- Valued by commercial businesses

Results

- Freedom: Passed 279-89
- Effingham: Passed 174-120
- Madison: Passed 326-144
- Sandwich: Passed 332-137
- Ossipee: Failed 204 to 277
- Tamworth: Failed 428 to 536 with 46 blank ballots

What worked?

- Sharing stories from other towns (Madison)
- PB members from other towns attending hearings, PB meetings
- Presenting to community clubs & groups
- Direct outreach to businesses
- Subcommittee structure
- Presentations
- More presentations
- Regular stakeholder meetings



What didn't work? ...& the "ambush"

- Editorials
- Letters to the Editor
- Picketing
- No postcard in Ossipee
- Well-funded anti-GPO & Zoning Signs



Lessons Learned

- Don't wait to be threatened
 - We already are!!!
- Use already approved ordinances as your baseline
- Educate your legislative and governing bodies
- Invite your aquifer-sharing towns to participate.
 - Protecting the water at the bottom of the glass doesn't mean it's safe to drink!

Moving Forward

There is still work to be done!

•Education & Outreach:

Keep businesses & community educated & active in protecting drinking water

•Build Stakeholder Group

•Train town officials to implement GPOs

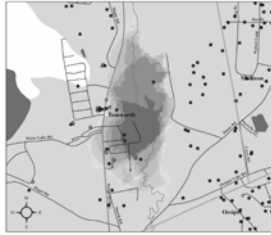
•Keep ordinances up to date against all threats

•Positive Deviation

•Celebrate successes!

•The water's fine, come on in"; Invite neighboring towns to share in the regional protection of this precious resource!

Area with the Greatest Groundwater Vulnerability in the Ossipee Watershed



Thank you!

- DES SWP program: Pierce Rigrod, Paul Susca & Diana Morgan
- OASC volunteers!!!
- Town Officials & Planning Boards
- GMCG Members, Roy & Little Family Foundations, NEGEF, State Conservation Committee, Smith College, UNH Water Resources Center & Natural Resources Dept.
- Local Businesses
- LRPC Eric Senecal & Erica Anderson
- Candace Daigle & Tri-town Folks