

# Barnstable Water Resources Protection

Special Town Council Workshop:  
Comprehensive Wastewater Management Plan  
*Communications & Public Outreach*

June 13, 2024  
Town Hall Hearing Room



Town of Barnstable  
Department of Public Works



# Watershed Permit

# Watershed Permit Regulations and Revised Title 5 Septic Regulations

**The Town received the final Watershed Permit Regulations (314 CMR 21.00), and Title 5 Natural Resource Nitrogen Sensitive Area Regulations (“NSA”) (310 CMR 15.214 and 15.215), on June 22, 2023.**

## **Status of Watershed Permit Application**

- Town submitted its Watershed Permit Application on September 1, 2023
  - Basis of application is Barnstable’s Comprehensive Wastewater Management Plan, which is consistent with the 208 Plan, and identifies our town-wide, state-approved, science-based implementation approach to reach necessary nitrogen load reductions
- Application remains in review with MassDEP

# Communications & Public Outreach

# Communications at a Glance

**Multifaceted approach to delivering consistent messaging, news, and information that educates and engages the Town of Barnstable community**

- Communications Hub – [BarnstableWaterResources.com](https://BarnstableWaterResources.com)
- Pre-Construction Communications
- Active Construction Communications
- Post-Construction and Sewer Connection Communications
- Fiscal Year 2025 Communication Goals
- Reporting and Documentation



# Protecting Barnstable's Water Resources

The Comprehensive Wastewater Management Plan (CWMP) is a town-wide, state approved, science-based plan to protect Barnstable's coastal waters, ponds, and drinking water by managing nutrient pollution from wastewater. Learn more about Barnstable's water quality and your responsibilities as a property owner.

[VIEW THE FULL PLAN](#)

## I'm looking for



### Am I Eligible for New Sewer Service?

Determine if property is included in a sewer expansion project



### How Do I Hook-Up?

Understand your responsibilities as a property owner



### Anticipated Costs

Explore financing options and available loan support



### Road Closures

View our real-time traffic map powered by Waze



### FAQs

Review common sewer connection questions



# Communications Hub

A centralized 'communications hub' **simplifies access** to information.

**As a visitor, you should be able to:**

- Find what you need quickly and easily
- Walk away feeling better informed and knowledgeable
- Know who to contact for what and when

**As the content manager, we are able to:**

- Leverage data analytics to gain insights into which messages resonate most with our audience
- Refine our content for increased engagement and better education
- Create a one-stop-shop and information source that keeps visitors onsite, while proactively anticipating their needs

<https://barnstablewaterresources.com/>

# Pre-Construction Communications

**Goal: Anticipate concerns and questions while transparently communicating project details, schedule and expectations**

## Project Route Review and Research

- Identify areas of sensitivity including economic (businesses), environmental/recreation (ponds, lakes, etc.), and residential
- Develop outreach maps
- Identify key locations where enhanced signage may be needed
- Development of communications plan identifying key messages, milestones, and communication tools

## Sewer Expansion Project Notification

- Project Notification letters sent via Certified Mail to all identified property owners within a sewer expansion project
- Includes Sewer Connection Form, relevant instructions, and important information regarding the public-right-of-way
- Notification distribution and response tracking managed by DPW

## Public Outreach Meeting(s)

- Town-wide public meeting, complimented by personalized neighborhood and civic organization meetings
- Includes project overview, construction sequencing and anticipated schedule, traffic impacts, FAQs
- Introduction to DPW personnel and project management team
- Review of communications process and Town news outlets

## Construction Preparation

- Weekly traffic meetings with BPD, Fire, USPS, BPS/Five Star Bus Company, and contractors
- Project kick-off media release(s), social media, MyBarnstable mobile app, e-News, and Water Resources email newsletter
- Advanced traffic notification via in-road signage/variable messaging boards
- Project creation in Waze, scheduling of road closures



# Pre-Construction Communications



**The Town of Barnstable**  
Department of Public Works  
382 Falmouth Road, Hyannis, MA 02601  
508.790.6400



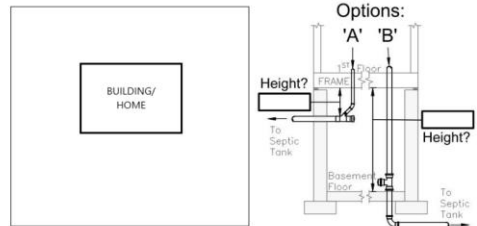
Daniel W. Santos, P.E.  
Director

Robert R. Steen, P.E.  
Assistant Director

**Document A: Sewer Service Connection Form**  
(See enclosed Document B for instructions on filling out this form)

Is the property a Single Family, Duplex, Condominium or Business: \_\_\_\_\_  
Full Cellar \_\_\_\_\_ Finished Cellar \_\_\_\_\_ Crawl Space \_\_\_\_\_ No Cellar \_\_\_\_\_  
How does your sewer pipe exit your basement? Through the wall \_\_\_\_\_ Through the Floor \_\_\_\_\_

Comments:  
**A. Property Sketch Instructions:** Please provide a sketch of your property in the "Property Sketch" area below and indicate the position of your building in relation to the surrounding street(s), including street name, building additions, garages, driveways, walkways, landscape features, location of existing septic system and where the existing sewer pipe leaves the house (if known), existing underground utilities, and the desired location of your new sewer service connection.  
**B. Basement Section View Instructions:** Please circle the "Basement Section View" option that best represents where the sewer pipe exits your basement and provide the height measurement in the box provided.



OWNER'S NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_  
PROPERTY ADDRESS: \_\_\_\_\_ (PRINT) EMAIL: \_\_\_\_\_  
OWNER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Please return the completed form by September 3, 2021 via email to [paul.ruszal@town.barnstable.ma.us](mailto:paul.ruszal@town.barnstable.ma.us) with a digital scan or photo of the form, or by the return envelope to the Barnstable Department of Public Works at 382 Falmouth Road, Hyannis, MA 02601.

PLEASE COMPLETE AND RETURN THIS FORM SO THAT WE MAY BETTER SERVE YOU!!!

Sample Sewer Connection Form



**The Town of Barnstable**  
Department of Public Works  
382 Falmouth Road, Hyannis, MA 02601  
508.790.6400



Daniel W. Santos, P.E.  
Director

Robert R. Steen, P.E.  
Assistant Director

November 8, 2023

## 725 Main Street Sewer Pump Station Project Construction Update

Dear Property Owner:

The Town of Barnstable's Contractor, RJV Construction Corporation, will begin mobilizing within the vicinity of 725 Main Street, in anticipation for the start of construction at the 725 Main Street Sewer Pump Station. Starting, Monday, November 13, 2023, RJV will begin the installation of erosion controls, followed by site preparation and tree clearing along Dumont Drive, temporary fence installation, and performing test pits. This work will occur Monday through Friday, from approximately 7:00AM to 4:00PM. As construction progresses, Department of Public Works personnel will provide further communication.

This work is part of the Town's Sewer Pump Station Rehabilitation Program. Previous evaluations of the 720 Main Street Sewer Pump Station determined that the current infrastructure does not have the capacity to handle existing peak design flows, is approaching the end of its intended design life, and there wasn't sufficient room on the existing 720 Main Street parcel for additional sewer pump station infrastructure. As a result, the need to construct a new sewer pump station at 725 Main Street has been identified.

A public informational meeting reviewing the project was hosted on Wednesday, February 15, 2023, which included a public comment period. To review the meeting recording and supportive presentation materials, please visit: <https://bit.ly/725MainStreetPS>

If you have any questions, or wish to receive project updates, please contact Kelly Collopy, Communications Manager, at the Department of Public Works, at 508-790-6400 or [Kelly.Collopy@town.barnstable.ma.us](mailto:Kelly.Collopy@town.barnstable.ma.us).

Sincerely,

Kelly Collopy  
Communications Manager  
Barnstable Department of Public Works

Sample Project Start-Up Notification

The screenshot shows the website's navigation menu with options like WASTEWATER PLAN, PHASE I PROJECTS, SEWER CONNECTION, ANTICIPATED COSTS, WATER QUALITY MONITORING, FAQ'S, and REPORTS & DOCUMENTS. The main content area features a 'Project Status & Construction Updates' section with a 'Phase 1 Progress' indicator. A list of projects includes Strawberry Hill Road Sewer Expansion, Route 28 East Sewer Expansion, and Centerville Village Sewer Expansion - North Phase. A blue callout box on the right says 'Project Status on BarnstableWaterResources.com'.

## Construction Impacts

- Both the sewer and duct bank construction are major infrastructure projects
  - Sewer = deep excavations (10-15' deep, up to 25' deep)
  - Duct bank construction requires wide work zones, but shallower excavations
  - Duct bank vaults: 9' wide x 28' long x 9' deep – every 1,500 LF±
- Multiple contractors in multiple coordinated work zones
- Coordinated road closures and detours necessary for public safety
  - Police details, flaggers, signage
- Trimming of trees above roadway necessary; selective removal of trees may be necessary (extent TBD as design advances)
- Noise and vibrations from construction activities
- Fences, landscaping, etc. located in the public right of way may need to be relocated
- Uneven road surfaces



Sample Public Meeting Recording

The screenshot shows a video player interface for a recording titled 'CENTERVILLE SEWER EXPANSION INFORMATIONAL SESSION'. The video is from the 'CHANNEL 14' and has a timestamp of 33:50 / 1:49:49. The recording date is listed as 14, 2023. The player includes standard controls like play, volume, and full screen.

# Active Construction Communications

**Goal: Proactively communicate project status and construction impacts in a timely manner, utilizing multiple formats across varying outlets to increase widespread community awareness**

Traditional Communication Methods	Digital Communication Methods	In-Person Outreach	Customized Tools and Tactics
<ul style="list-style-type: none"><li>• Media releases</li><li>• Local radio</li><li>• Mailings</li><li>• Signage (project wide and location-specific when appropriate)</li></ul>	<ul style="list-style-type: none"><li>• <b>Barnstable Water Resources</b></li><li>• Official Town of Barnstable social media postings</li><li>• Town of Barnstable weekly e-News</li><li>• Barnstable Water Resources issue-based newsletter</li><li>• MyBarnstable mobile app</li><li>• Waze for Cities partnership</li><li>• Use of QR codes to drive traffic to tracked landing pages for easy access and enhanced analytics</li></ul>	<ul style="list-style-type: none"><li>• Town Council briefings</li><li>• On-going neighborhood association, business, and civic organization meetings</li><li>• CWMP public workshop series (i.e. Barnstable Adult Community Center)</li><li>• Door-to-door outreach ahead of major traffic or construction changes</li><li>• Property owner phone call and email tracking</li></ul>	<ul style="list-style-type: none"><li>• Barnstable Government Access advertisements</li><li>• Discover Barnstable podcast to communicate evergreen content</li><li>• WaterWorks video series to educate about project-specific topics and program initiatives</li><li>• Local Business Toolkit including custom traffic management maps, sample social media postings, and communication best practices</li></ul>

# Active Construction Communications



**The Town of Barnstable**  
Department of Public Works  
382 Falmouth Road, Hyannis, MA 02601  
508.790.6400



Robert R. Steen, P.E.  
Assistant Director

Daniel W. Santos, P.E.  
Director

January 12, 2024

## Construction Notice Route 28 East Sewer Expansion Project

Dear Property Owner:

Sewer construction is actively underway as part of the Route 28 East Sewer Expansion Project. The Town's contractor, Robert B. Our, will continue excavation and installation of sewer pipe on Phinney's Lane.

You are receiving this notice as access to your property on **Sail-a-Way** is anticipated to be restricted due to active construction within the Phinney's Lane roadway.

**Access is anticipated to be restricted between Monday, January 15, through Friday, January 19, 2024, from the hours of 7:00 AM to 5:00 PM.**

Impacts will vary, dependent upon construction. Department of Public Works personnel will provide further communication to residents, as needed, as construction progresses.

Please note that all emergency access will be maintained throughout construction.

If you require special assistance to access your property during construction, please contact the Department of Public Works.

We apologize for any inconvenience this may cause. If you have any questions, please contact Kelly Collopy, Communications Manager, at the Department of Public Works, at 508-790-6400 or [Kelly.Collopy@town.barnstable.ma.us](mailto:Kelly.Collopy@town.barnstable.ma.us).

To learn more about the CWMP and to review current Phase 1 projects, please visit: <https://barnstablewaterresources.com/>

Thank you,

Kelly Collopy  
Communications Manager  
Town of Barnstable DPW

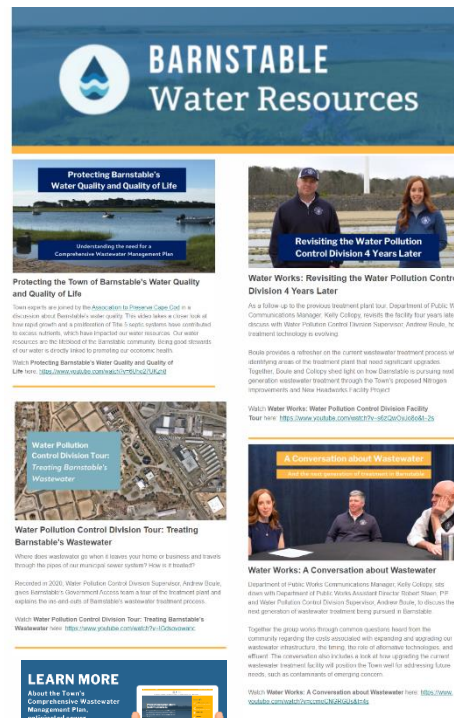
Sample Access Notification



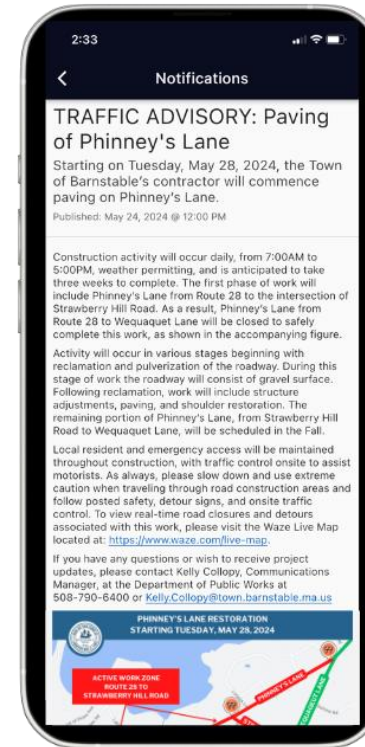
Custom Business Access Map



Podcast



Email Newsletter



MyBarnstable App

# Post-Construction and Sewer Connection Communications

**Goal: Proactively communicate completion of project and restoration expectations while preparing property owners for the sewer connection process**

## Project Closeout Communications

- Project Closeout letters mailed to all identified property owners eligible for connection within a sewer expansion project
- Includes Sewer Connection process document
- Provides an overview of the anticipated communications cadence and outline of each Town department/division's role in the sewer connection and assessment process
- Media releases, traffic advisories, and door-to-door notifications as needed during restoration

## Homeowner's Sewer Connection Guide

- Roughly 30-page document that details the step-by-step process for connecting to municipal sewer, including important considerations and financial responsibility
- Outlines basic understanding of the Sewer Connection Policy, Sewer Assessment Ordinance, and available financing options with contact information to learn more
- Available for download with print hard copies to be available at Town facilities

## Additional Supportive Tools and Tactics

- CWMP public workshop series (i.e. Barnstable Adult Community Center)
- Annual neighborhood association and civic organization meetings
- Video assets, social media, mobile app, e-News, and Barnstable Water Resources newsletter
- Media pitching and storytelling



# Post-Construction and Sewer Connection Communications

Barnstable Water Resources


## SEWER CONNECTION

What you need to know about connecting to the municipal sewer system.

- 1 NOTICE OF SEWER CONNECTION HOOKUP**  
Per the Board of Health Sewer Connection Policy, property owners will be responsible for connecting to the municipal sewer system within 6 months of receiving notification from the Barnstable Health Division.
- 2 HIRE A LICENSED SEWER INSTALLER**  
You will need to hire a licensed sewer installer. This installer will do the actual construction necessary to connect your property to the sewer service stub installed at the property line. To view a list of licensed sewer installers, please visit: [bit.ly/sewer-installers](http://bit.ly/sewer-installers)
- 3 SEWER CONNECTION**  
Your licensed sewer installer will apply for necessary permits prior to commencing work on your property. With permits in hand, your contractor is authorized to begin work.
- 4 INSPECTION PROCESS**  
A Department of Public Works inspector will inspect the installation to ensure it complies with Town specifications. A tie card will be generated, which will be maintained in Town records. DPW will notify the Barnstable Health Pollution Control Division that your property is ready for sewer service billing.
- 5 SEPTIC SYSTEM ABANDONMENT**  
Your septic system must be either removed or filled in due to future safety concerns. This may be done by the same contractor who connects you to municipal sewer. Questions should be directed to the Barnstable Health Division at 508-862-4644 or via email at [health@town.barnstable.ma.us](mailto:health@town.barnstable.ma.us)
- 6 SEWER SERVICE BILLING**  
Property owners will be charged a sewer service user fee, based on their water usage. Your sewer service bill will occur at the same frequency as your water bill. The typical residential sewer usage bill averages \$490 annually.

Learn more about anticipated costs and financial support resources at: [www.barnstablewaterresources.com](http://www.barnstablewaterresources.com)


A Town of Barnstable website



Scan me!

Sewer Connection  
Process Document


Barnstable Water Resources



## HOMEOWNER'S SEWER CONNECTION GUIDE

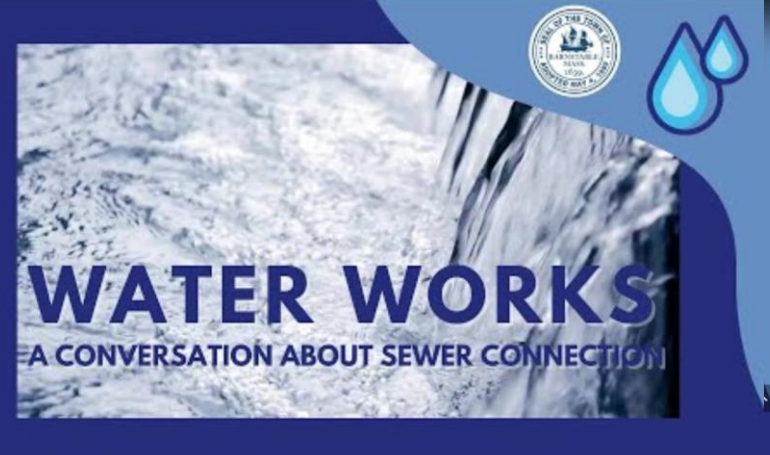
What you need to know about connecting to the municipal sewer system.

VI / SUMMER 2024





Homeowner's Sewer  
Connection Guide

DEPARTMENT OF PUBLIC WORKS



## WATER WORKS

A CONVERSATION ABOUT SEWER CONNECTION



[https://www.youtube.com/watch?v=c\\_ib81kX2LY&t=1s](https://www.youtube.com/watch?v=c_ib81kX2LY&t=1s)

Video: A Conversation  
About Sewer Connection

# Homeowner's Sewer Connection Guide

## CONNECTING TO SEWER

### 1 Project Completion Letter

Upon completion of sewer construction, the Barnstable Department of Public Works will mail all eligible property owners a letter of project completion. This letter will include an overview of anticipated communications from Town departments such as the Barnstable Health Division and Barnstable Treasurer/Tax Collector's Office.

### 2 Notice of Sewer Connection Hookup

Once the newly expanded sewer system is deemed active, the Barnstable Health Division will issue a Notice of Sewer Connection Hookup for all properties eligible to connect to municipal sewer. In accordance with the Board of Health Sewer Connection Policy, property owners will be required to connect to the municipal sewer system within six (6) months of receiving notification (**See below excerpt or Appendix A**).

On December 19, 2023, the Board of Health approved its **POLICY: Deadline to Connect Buildings to Public Sewer (Appendix A)**, which states:

*"Section 360-13 of the Town of Barnstable Code requires that the owner of a building on a parcel of land which abuts a public or private way in which there is a public sewer shall connect the building to the public sewer. The Board of Health (Board) requires the owner of a building to comply with the Code and connect to the public sewer within six (6) months of the Board's letter notification if the owner has not yet complied with the Code."*

HOMEOWNER'S SEWER CONNECTION GUIDE | VI SUMMER 2024

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### 3 Hire a Licensed Sewer Installer

Once you have received your Notice of Sewer Connection Hookup, you will need to hire a **licensed sewer installer (Appendix B)**. Your licensed sewer installer will do the actual construction on your property and will be responsible for applying for the necessary permits.

In most cases, a qualified sewer installer is sufficient for both design and implementation; however, in a limited number of cases it may be necessary to also secure the services of a licensed professional civil engineer to assist with your sewer connection. The connection must comply with the Town of Barnstable's sewer connection specifications. Your contractor will assist you in determining the most effective way to arrange pipes on your property.

### 4 Sewer Connection

Your licensed sewer installer will apply for necessary permits prior to commencing work on your property. Contractors are required to contact DPW 48 hours prior to construction so that DPW can schedule an inspection. Ultimately, construction on your private property will consist of connecting the septic pipe that exits your building(s) to the sewer service stub installed at your property line. This will require excavation and installing pipe between those two points.

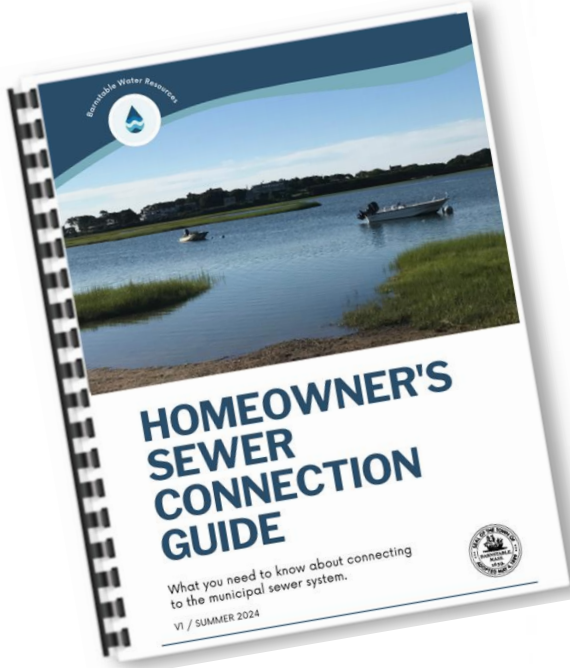
Depending on the connection, your contractor may be responsible for obtaining one or more of the following permits:

- **A Sewer Connection/Trench Permit from the DPW:** needed in all cases
- **A Septic System Abandonment Permit from the Board of Health:** needed in all cases where a septic system is being abandoned or removed
- **A Plumbing Permit from the Building Department:** needed when work as part of the connection is happening within the home, or within 10 feet of the property's foundation

HOMEOWNER'S SEWER CONNECTION GUIDE | VI SUMMER 2024

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[barnstablewaterresources.com/sewer-service-connection-center](https://barnstablewaterresources.com/sewer-service-connection-center)





# Fiscal Year 2025 Communications Goals

Goal 1: Interdepartmental and County collaboration	Goal 2: Enhanced engagement with varying demographics
<ul style="list-style-type: none"><li>• Town-wide effort</li><li>• Consistent opportunities for Town departments/divisions to collaboratively present to the community</li><li>• Engage with Barnstable County and solidify Cape Cod Aquifund participation</li><li>• Development of 'Open House' program, identifying key community locations (i.e., libraries)</li></ul>	<ul style="list-style-type: none"><li>• Seniors and retirees:<ul style="list-style-type: none"><li>• Grow workshop series with senior living communities, facilities, and realtors</li><li>• Develop senior-specific content, increase print communications and mailers</li></ul></li><li>• Youth:<ul style="list-style-type: none"><li>• Develop Water Resources 101 workshop/'traveling roadshow' series to present at schools</li></ul></li><li>• Non-English Speaking and ESL:<ul style="list-style-type: none"><li>• Increase translation of key communications materials</li><li>• Create dedicated landing pages in varying languages</li><li>• Develop relationships with places of worship, civic organizations, etc.</li><li>• Leverage DPW staff for public outreach meetings</li></ul></li></ul>

# Fiscal Year 2025 Communications Goals

Goal 3: Strategic advertising and sponsored content	Goal 3: Consistent multi-media communications campaigns
<ul style="list-style-type: none"><li>• Print, radio, and digital channels</li><li>• Opportunity to increase overall awareness and present consistent messaging about the 'why' behind the CWMP</li><li>• Test effectiveness of brand journalism to educate on core issues while increasing media exposure</li><li>• Drive traffic to our 'source of truth' aka BarnstableWaterResources.com</li><li>• Increase engagement and downloads of key marketing materials, such as the Homeowner's Sewer Connection Guide<ul style="list-style-type: none"><li>• Can also be used as a method to increase newsletter subscriptions</li></ul></li><li>• Utilize custom, tracked campaign URLs to gather analytics on which advertising channels and creative assets are performing best</li></ul>	<ul style="list-style-type: none"><li>• Develop issue-based and project specific campaigns organized by an editorial calendar</li><li>• Build out each campaign to include:<ul style="list-style-type: none"><li>• Dedicated custom landing page</li><li>• Storytelling video assets</li><li>• Social media (introduction of more short-form video and infographics)</li><li>• Email campaign(s)</li><li>• Blog posts(s)</li><li>• Mobile (i.e. MyBarnstable app)</li><li>• Media pitching</li></ul></li></ul>

# Reporting and Documentation

## Annual Report

- In accordance with the Town of Barnstable's Comprehensive Wastewater Management Plan (CWMP) 208 Plan Consistency Determination, the Town is required to submit an annual plan update
- Includes:
  - Fiscal year implementation summary
  - Water quality monitoring
  - Outreach and engagement efforts
  - Financial plan update
  - Land use and management controls
  - Data (sewer connections, building permit, groundwater discharge, assessors' data, water use, water quality)
- Available on [BarnstableWaterResources.com](https://BarnstableWaterResources.com)

## 5-Year Adaptative Management Plan

- Barnstable is also required to submit a 5-Year Adaptive Management Plan to MassDEP
- The first Adaptive Management Plan is expected by the end of 2025

