

IPSWICH WATER

implementing

WATER

conservation projects



RACHAEL BELISLE-TOLER

WHY NOW?

- Drought and climate pressures are now a constant in our region.
- Water suppliers + nonprofits face shared challenges across town borders.
- Residents are ready for inspiration, not just information.



a new model: COMMUNITY DRIVEN CONSERVATION

building tools *with* residents, not just for them

- ☼ Start with local empowerment.
- ☼ Use joy, creativity as entry points.
- ☼ Pair regulatory efforts with resources that empower residents to operate within requirements



OUTDOOR WATER USE: A CRITICAL FOCUS POINT

KEY POINTS:

- Outdoor water use is often the most impactful+ visible change.
- Templates + tools help residents imagine new landscapes.
- Behavioral change is easier when people feel equipped and proud.



SUCCESS STORIES

in Ipswich:

WUMP

01

**Rainwater
Harvesting**

02

**Native Plant
Palette**

03

Resilient Landscapes

04

TOWN OF IPSWICH UTILITIES DEPARTMENT



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Ipswich Water Department Interim Water Use Mitigation Program (10-5-20)

In order to ensure the availability of water for residential, commercial, and other purposes, for present as well as for future use in the Town of Ipswich, it is necessary that water usage be managed to the best extent practicable.

The following Interim Water Use Mitigation Program (WUMP) is implemented to minimize impacts to the water system. The funds collected will fund water saving projects to enable the public water system to meet the addition

This program is to be updated in Spring 2021 to work cooperatively with a Water Use to be developed for approval at the 2021 Annual Town Meeting. The goal of the two is to reduce the impact new growth and development have on the public water system by encouraging efficient water use and to fund improvements to the public water system without increasing withdrawals from surface and groundwater resources that are already

SECTION 1

1. Does the project have existing single or multi-family unit(s)?			# of Existing family unit bedrooms:	
2. Does the project have existing apartment unit(s)?			# of Existing apartment unit bedrooms:	
3. Does the project propose adding single or multi-family unit(s)?			# of Proposed family unit bedrooms at the conclusion of the project:	
4. Does the project propose adding apartment unit(s)?			# of Proposed apartment unit bedrooms at the conclusion of the project:	
			A. Total New Family Bedrooms	
			B. Total New Apartment Bedrooms	

SECTION 2

	NO	YES
1. Does the property include any existing commercial use?		
2. Will the property have any commercial use at the conclusion of the project?		
If you answered NO to both Questions 1 and 2, please STOP and proceed to Section 3.		
3. Do you have access to existing metered water usage for the property?		
4. Are any existing commercial and residential water uses metered separately?		
5. Please list all existing water account numbers and detail how each will be impacted by your proposed project.		

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Town of Ipswich
Utilities Department



report & action plan



Survey performed by:
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Inside your action plan

- COVER
- OBSERVATIONS
- WATER USE CALCULATIONS
- EXISTING SITE PLAN
- PHOTOS
- RAINWATER HARVESTING SOLUTIONS
- PROPOSED SITE PLAN
- RESOURCES

CUSTOMER:

SURVEY DATE:

SURVEY PERFORMED BY:

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978-412-8616



IPSWICH UTILITIES
EARTHWATER DESIGN SOLUTIONS, INC.

PILOT SURVEY

FOR IPSWICH RESIDENTS

3 SPOTS
AVAILABLE

CONTACT RACHAEL BELISLE-TOLER FOR MORE INFORMATION

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START >



MASSACHUSETTS
Native Plant Palette

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Water-wise Adaptive

Small Rectangular Lot (3,020 square feet)

The Water-wise Adaptive utilizes plant selection in 100 percent low water use planting bed areas to create an adapted landscape that will highlight the characteristics of naturalized plant options. This approach excludes any turf grass areas and relies on the container plants that can thrive on annual precipitation after being established with supplement water. Reduced maintenance demand is a benefit of this design.

Note: Plans need to be printed on a 24x36-inch sheet to be readable and at the accurate scale. Other documents, such as Design Guide and Water and Cost Estimates, are to be printed on 8.5x 11 inch.



- [Sustainable Landscape Template Design Guide](#)
- [Landscape Plan and Details](#)
- [Irrigation Plan and Details](#)

[e Template Pollinator Detail](#)

[Material Cost](#)



Desert Four O'Clock
Mirabilis multiflora



Native Beebalm
Monarda fistulosa

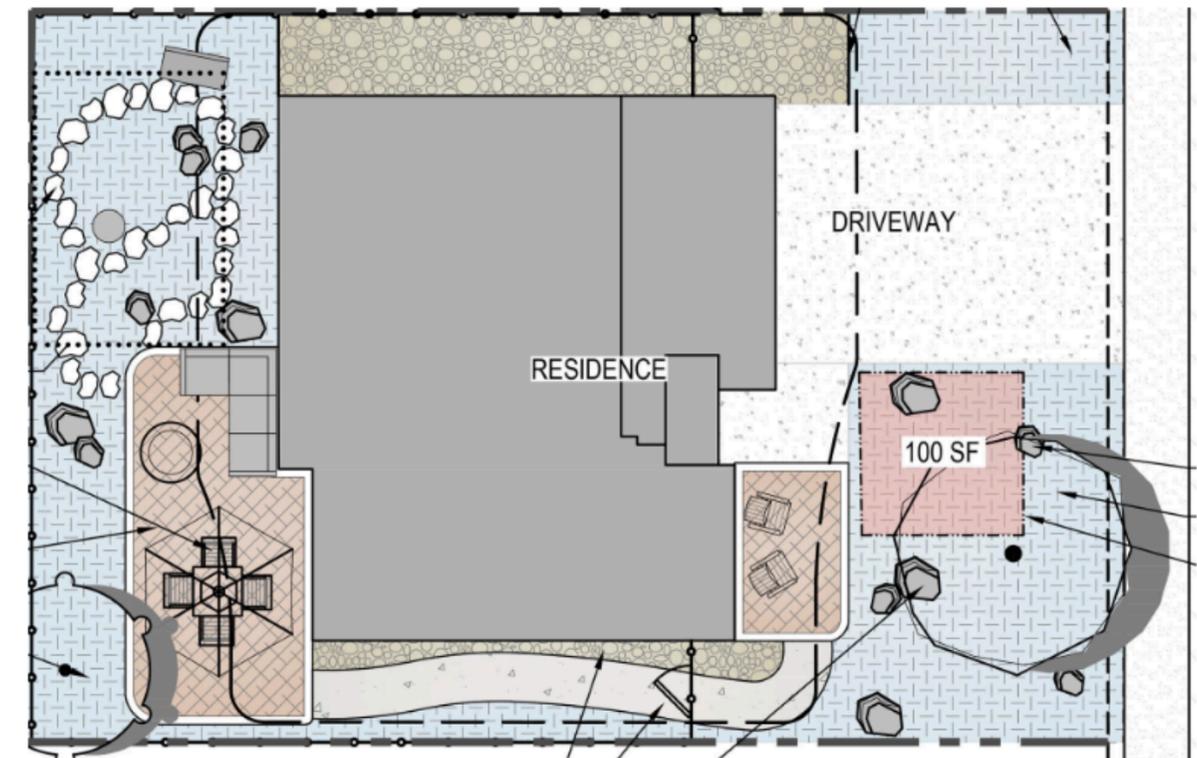


Golden Baby Goldenrod
Solidago X 'Goldkind'

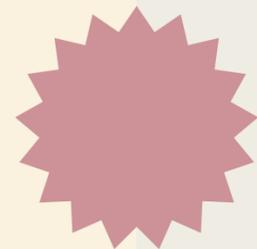


Rocky Mountain Penstemon
Penstemon strictus

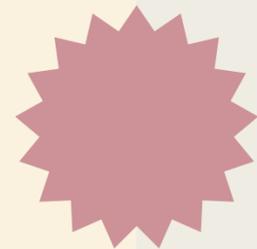
BOTANICAL	COMMON	WATER USE	HEIGHT	SPREAD	SUN NEEDS	NATIVE	FLOWER COLOR/FEATURE	BLOOM MONTH	FLAMMABILITY RATING	
PERENNIALS										
MI MU	MIRABILIS MULTIFLORA	DESERT FOUR O'CLOCK	LOW	1'-3'	2'-4'	SUN	CO NATIVE	PURPLISH-RED	MID - LATE SUMMER	7
MO BE	MONARDA FISTULOSA	NATIVE BEEBALM	LOW	2'-3'	1'-2'	SUN	CO NATIVE	LAVENDER	MID SUMMER	UNKNOWN
PE DI	PENSTEMON DIGITALIS 'HUSKER RED'	HUSKER RED BEARDSTONGUE	LOW	2'-3'	1'-2'	SUN TO SHADE	NATIVAR	CREAMY WHITE	LATE SPRING-EARLY SUMMER	8
PE PP	PENSTEMON MEXICALI 'PIKE'S PEAK PURPLE'	PIKES PEAK PURPLE PENSTEMON	LOW	1'-2'	<1'	SUN	NATIVAR	VIOLET PURPLE	EARLY SPRING-LATE SUMMER	8
PE ST	PENSTEMON STRICTUS	ROCKY MOUNTAIN PENSTEMON	LOW	1'-2'	<1'	SUN	CO NATIVE	BLUE	EARLY SPRING-LATE SUMMER	8
RU FU	RUDBECKIA FULGIDA 'GOLDSTRUM'	BLACK-EYED SUSAN	LOW	1'-2'	1'-2'	SUN	NATIVAR	GOLDEN YELLOW	MID SUMMER	7
SA RE	SALVIA REPTANS 'P016S'	AUTUMN SAPPHIRE SAGE	LOW	2'-3'	1'-2'	SUN	NATIVAR	SAPPHIRE-BLUE	LATE SUMMER-EARLY FALL	UNKNOWN
SA SP	SAPONARIA OCYMOIDES 'SPLENDENS'	ROCK SOAPWORT	LOW	<1'	1'-2'	SUN	NO	WHITE PINK	LATE SPRING-EARLY SPRING	10
SE AJ	SEDUM X 'AUTUMN JOY'	AUTUMN JOY SEDUM	LOW	1'-2'	1'-2'	SUN	NO	DUSTY PINK	LATE SUMMER-LATE FALL	10
SE RU	SEDUM RUPESTRE 'ANGELINA'	ANGELINA STONECROP	LOW	<1'	2'-3'	SUN	NO	YELLOW	EARLY SUMMER-LATE SUMMER	10
CO BA	SOLIDAGO X 'GOLDKIND'	GOLDEN BABY GOLDENROD	LOW	1'-3'	1'-3'	SUN TO SHADE	NATIVAR	GOLDEN YELLOW	EARLY SUMMER-LATE	7



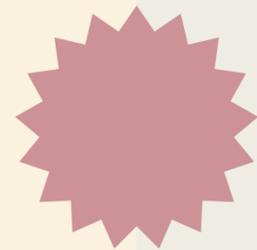
IS IT WORKING?



Increased engagement in drought communication.



Uptake of native plant designs + interest in conversions.



Stronger alignment between residents + water suppliers.



Regional Efforts to Expand Demand Management Strategies

Programmatic expansion, the North Shore Water
Resilience Task Force, and leadership in policy





ANALYSIS OF CONSERVATION EFFORTS AND PUBLIC LANGUAGE

PIE RIVERS 2025



PWS ○ INTERVIEWS

2024

SORTING EXERCISE WITH TASK FORCE

2025

INTERVIEWS WITH WATER SUPPLIERS TO EXPAND ON PRIORITIES

2026

ANALYSIS OF QUALITATIVE DATA & IMPLEMENTING RESULTS

Identify and help acquire fiscal support for efforts to reduce unaccounted for water

THE NORTH SHORE RESILIENCY TASK FORCE

Determine reasonable residential water usage goals for each community in the basin based on their individual circumstances

THE NORTH SHORE RESILIENCY TASK FORCE



CONSERVATION AND DEMAND MANAGEMENT SUBCOMMITTEE

SHAPING POLICY THROUGH PRACTICE

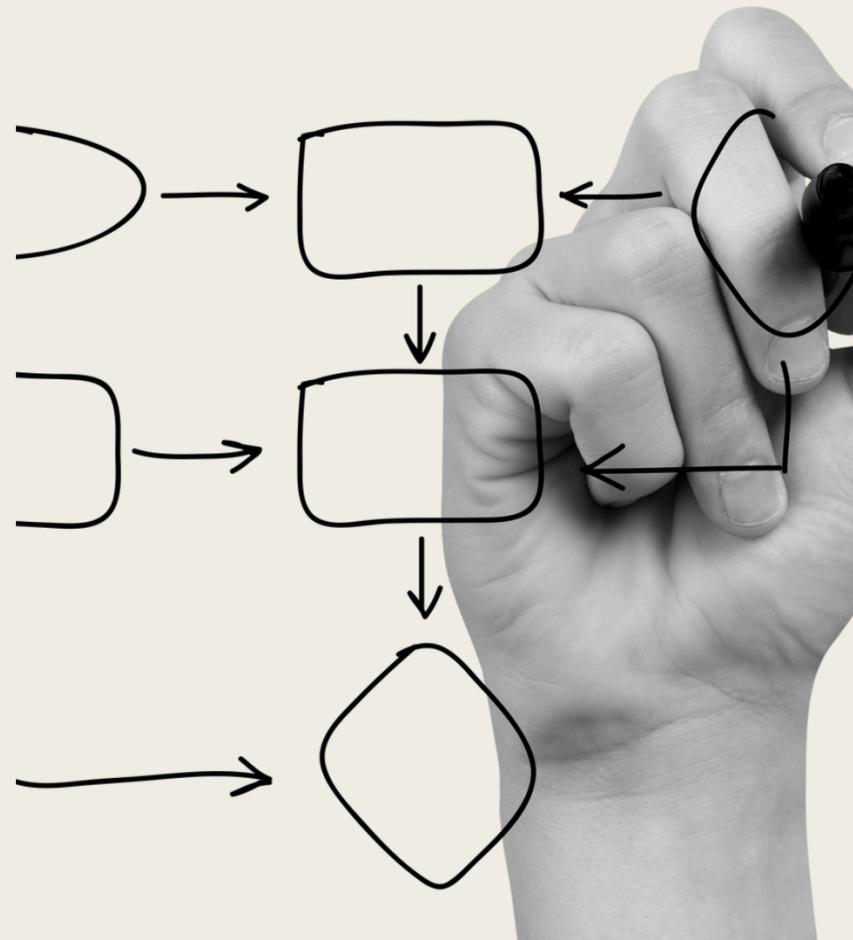
A Scalable Vision for the Northeast

- Local programming → real-world evidence → regional policy opportunities.
- Our drought management leadership is already influencing conversations.
- Many communities face the same constraints: staff capacity, outreach, technical expertise.
- Regional programmatic support amplifies impact and reduces cost.
- Regional coordination strengthens public trust by offering consistent, transparent messaging.



how we move forward (together)

- Strengthen partnerships between suppliers + nonprofits.
- Share templates, tools, and resources across borders.
- Build momentum toward coordinated regional conservation.



thank you

lets continue the conversation!

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