

# Town of Glastonbury Drought Communications Plan 2018

*(To be reviewed no less than every 3 years)*

Glastonbury property owners receive their water through private wells and water provided by the Manchester Water Company and Metropolitan District of CT (MDC). The Town's communication policy regarding water levels and drought conditions is guided by best practices for private well users and guidelines provided by Manchester Water Company and MDC. The Glastonbury Drought Communications Policy is designed to keep the community apprised of low water levels and drought conditions, and to educate property owners on water conservation best practices.

## Drought Definition

Drought is defined as a period of dryness, especially when prolonged, resulting in a shortage of water and damage to crops. Drought is typically the result of abnormally low rainfall and can prevent the successful growth of vegetation.<sup>1</sup>

## Objectives

1. Maintain effective and timely communications with the Glastonbury community as it pertains to water supply and drought conditions, including both voluntary and mandatory restrictions.
2. Ensure local residents and businesses are informed of low water volumes and drought conditions in the local drinking water bodies.
3. Promote and advocate water conservation activities among Glastonbury property owners.
4. Leverage effective platforms to relay water supply levels, drought conditions, water conservation resources, and Town water conservation efforts to the public.

## Audience

Glastonbury property owners, including local farmers and businesses. Local interest groups include, but are not limited to, the Glastonbury chamber of commerce (CT River Valley Chamber of Commerce), Agricultural Advisory Committee, and Conservation Commission/Inland Wetlands Agency.

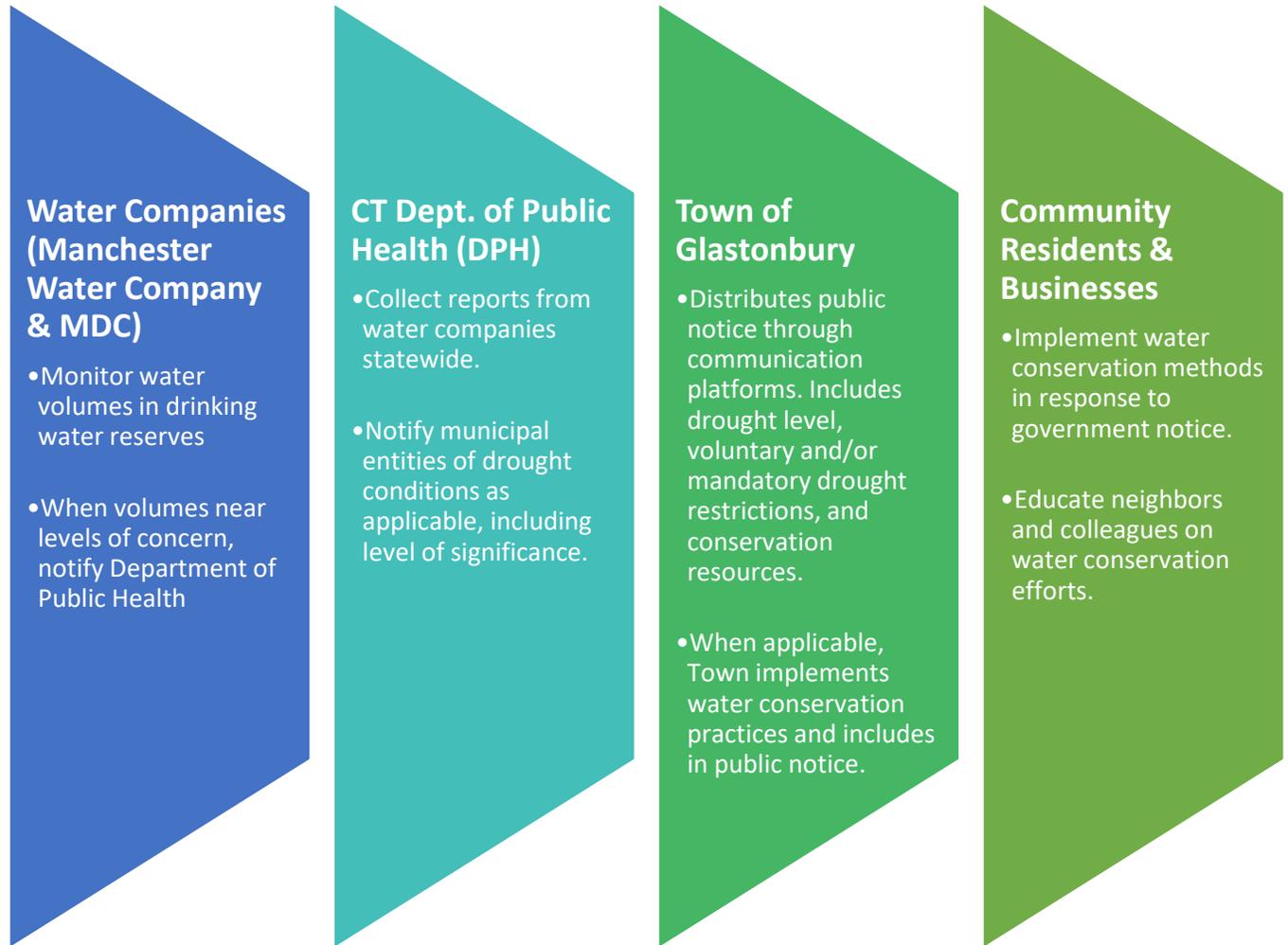
## Communication Platforms

- Town website – news section and community spotlight on homepage
- eNotifications – Web-based subscription email notification system
- Facebook – Town managed pages and community group pages
- Local Media Outlets – Glastonbury Citizen, Courant, CT River Valley Chamber of Commerce, Glastonbury Newcomers and Neighbors
- Mailers and Public Reports (E.g. summer tax bill mailings, annual reports)
- Direct mailers (drought conditions only) – For use in emergency situations only
- Everbridge – reverse 911 notification system– For use in emergency situations only

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<sup>1</sup> Source: <https://www.merriam-webster.com/dictionary/drought>

## Process and Players



Drinking water sources in Hartford County are managed by several companies who evaluate and report on their respective water volume and conditions on an ongoing basis. When water volumes are low, the water companies relay the information to the CT Department of Public Health (DPH), who in turn, communicates water level status to the local governments. The Glastonbury's Health Department receives such updates from the CT DPH, and forward to the Town of Glastonbury Marketing & Communication Specialist (MCS). Upon receipt of such information, the MCS disseminates the current water conditions, water conservation resources, and voluntary and/or mandatory drought restrictions through the town website, eNotification system, and Facebook. Notices are also distributed to the local media outlets including the Glastonbury Citizen, Hartford Courant, and CT River Valley Chamber of Commerce, and others as needed. When drought conditions and/or mandatory drought restrictions exist, additional platforms may be used to ensure all residents are apprised of the water supply status. Updates are continuously relayed to the public through this process as they become available and a dedicated web page is established for a summary of how the situation has progressed or changed between the time the Town received its initial notice, and the date of the most recent update. This process continues until the Town receives notice that water availability has returned to desired levels,

and/or any mandatory or voluntary drought restrictions have been lifted. At that time, the MCS distributes a final update, notifying the public of the resolved status. In addition to these situational updates, Glastonbury maintains a number of water conservation resources on their website, which are updated by staff from the office of Community Development.

## **Municipal Water Conservation Practices**

Glastonbury has a number of processes in place to conserve water, minimize usage, and leverage natural rain fall for town operations when possible. The Glastonbury Parks & Recreation and Facilities Maintenance Departments actively monitor water usage on a monthly basis to reduce usage and identify potential areas for further conservation. A variety of water usage management tools are used by both departments including: rain sensors to disable systems when sufficient rainfall occurs, remotely controlled irrigation systems, and a variety of sensors, digital controls, and water restrictors to reduce usage and eliminate unintentional use in facility boilers, landscaping activities, restrooms, and kitchens. When a drought advisory is issued, water use for irrigation is reduced and activities that require water, (e.g. washing town vehicles) is discontinued.

## **Public Resources**

- [CT Department of Public Health Drinking Water Division](#)
- [CT Department of Energy and Environmental Protection \(DEEP\)](#)
- Town Website – <http://www.glastonbury-ct.gov>
- [Town of Glastonbury Plan of Conservation and Development](#)\*
- Agricultural Advisory Committee and Conservation Commission/Inland Wetlands Agency
- Health Department Staff
- Community Development Staff

*\* To be updated in 2018*