

Industry & Water Conservation Policy

Stephen A. Boksanski
Principal, BCB Government Relations, Inc.

Stephen A. Boksanski - Executive & Legislative Agent for the Green Industry Alliance



- Worked as Senate staff 1995-1999
- Earned MBA at UMass-Boston
- Began lobbying as an Associate for Shanley Fleming & Associates
- Became a partner in 2007
- Assumed control of the company in 2011
- Rebranded in 2017

Lobbying 101

- Relationships
 - Highly interpersonal
 - Operating with integrity
 - Achieving success together
- Understanding the processes
 - Legislative, Regulatory, Administrative
- Communication
 - Speaking with a consistent, unified voice
 - Hitting the right targets

Green Industry Alliance



Massachusetts Arborists Association

Massachusetts Association of Landscape Professionals

Massachusetts Association of Lawn Care Professionals

Irrigation Association of New England

Golf Course Superintendents Association of New England

Irrigation Contractor Registration

S.413 - An Act Relative to Sustainable Water Conservation Practices

- ▶ Requires irrigation contractors to be registered and meet certain criteria
- ▶ CA, TX, LA, RI, NJ, OR & NC require irrigation contractors to be licensed
- ▶ Will improve water conservation and reduce undesirable runoff. A properly designed, constructed, and maintained system can produce dramatic savings.
- ▶ Healthy lawns and trees naturally purify the environment and provide stable areas for groundwater recharge. Proper maintenance, including watering, is essential to their long term health.
- ▶ Advancements in technology allow for smart watering and using just the right amount of water at a reasonable cost. Small changes on the demand side can lead to substantial impacts overall.

Irrigation Contractor Registration

- ▶ S.413 received a favorable report from the Joint Committee on Environment, Natural Resources and Agriculture
- ▶ S.413 is before the Senate Committee on Ways and Means
- ▶ The GIA is advocating for further progress
- ▶ Seeking additional allies
- ▶ This issue has been a point of discussion with state government stakeholders
- ▶ Water Conservation Standards, DMTF
- ▶ DEP System Interruption Device Regulations

DEP Regulations

- ▶ Section 12 of Chapter 259 of the Acts of 2014 requires DEP to establish regulations to require all newly installed irrigation systems have a system interruption device
- ▶ Two stakeholder meetings held, another to be scheduled
- ▶ MMA, state government stakeholders, private industry, higher education/commercial enterprises, water purveyors
- ▶ Hope regulatory process can begin this summer

THANK YOU!

QUESTIONS?