Risk assessment

<table>
<thead>
<tr>
<th>Beach</th>
<th>Known or potential pollution sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colony</td>
<td>Bathers, pet waste, waterfowl/wildlife, stormwater runoff, river/stream outlet, septic systems, marina, boats, sanitary sewer outfall, overboard discharge systems, animal farms</td>
</tr>
<tr>
<td>Goose Rocks</td>
<td>Bathers, pet waste, waterfowl/wildlife, stormwater runoff, river/stream outlet, septic systems, overboard discharge systems, animal farms</td>
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</tbody>
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Local actions to improve water quality

An education campaign promotes healthy practices on the beach and throughout the watershed.

On Goose Rocks Beach, the Maine Geological Survey conducted a Circulation Study to determine the fate and transport of pollutants leaving the Smith/Batson and Little rivers. Additional data analysis was also completed to determine *Enterococci*'s relationship to multiple parameters, including wave height, tidal stage, etc. We also conducted intensified monitoring throughout the Goose Rocks Beach watershed, a fluorometry study, and an *Enterococci* and rainfall study.

A workshop brought together multiple towns within the watershed and local and state agency partners to share data and remediation strategies. Kennebunkport, Biddeford, and agency partners...
conducted sanitary survey work. Additionally, the Town of Kennebunkport contracted with environmental consultants to expand monitoring efforts and has posted supplemental signage.

The Kennebunk River Action Committee has helped locate a boat sewage pump-out barge in the Kennebunk River, conducted a Boater’s Education Campaign, and hosted water quality workshops.

Kennebunkport has held “septic socials,” and their Lawn to Lobsters campaign promotes best practices throughout the town.

**Beach Manager**

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Participating beaches by town (from south to north)
Beaches participating in the Maine Healthy Beaches Program include coastal beaches (public or privately owned) with adequate public access and medium to high public usage. Eligible beaches have a management entity (municipality, park, private beach association, etc.) and a plan for monitoring, assessment and public notification of water quality conditions. New beaches will continue to be recruited over time, as resources and funding allow and/or circumstances change eligibility for program participation.

Graph: Percent of samples exceeding US EPA bacteria safety limit
Each town page has a graph that shows percent exceedance for each beach each year from 2005 to 2010. Percent exceedance is the number of samples that exceeded US EPA bacteria standards divided by the total number of samples for that year. The average annual exceedance rate for all beaches in the program is also shown in red. Note that not all beaches were monitored every year.

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The percent cleanliness rate is the number of resamples that are reported as clean divided by the total number of resamples. A water sample that exceeds the US EPA safety limit for bacteria doesn’t necessarily mean the beach is polluted. A high percent cleanliness can indicate a transient or temporary bacteria problem. A lower cleanliness rate suggests a more persistent bacteria issue. Beach managers take this resample information into account when determining whether or not to post a beach. Beach status (whether or not a beach is under an advisory) is based on the previous day’s bacteria monitoring results, AND other local characteristics that determine pollution risk, such as historical water quality, heavy rainfall or flooding, known sewage malfunctions, and/or other safety hazards. The procedure and bacteria action levels are based on US EPA guidance.

Local actions to improve water quality
Beyond routine beach monitoring, the Maine Healthy Beaches Program works with communities to develop strategies to find, fix and prevent pollution sources. This includes evaluating the potential risk of pollution from sources located offshore, along the shoreline, or upstream from the beach through special studies and sanitary surveys. This section describes any such studies to address pollution sources initiated since 2005, as well as education campaigns, infrastructure improvements, and other actions.