



The **Greenscapes North Shore Coalition** works to promote and protect *beautiful landscapes for clean and plentiful water* in the North Shore communities of Massachusetts. The *Greenscapes Program* is a collaborative effort, providing education and outreach services for many Massachusetts cities and towns. Our goals are to:

- Provide outreach and education to support municipal compliance with water-related regulatory requirements, including the MS4 Stormwater and the Water Management Act permits.
- Empower and educate residents about water resources for better quality and quantity.
- Be a resource for homeowners and businesses to reduce their water bills and cut down on pollution.

The services of the ***Greenscapes Program*** are provided to North Shore municipalities by *Salem Sound Coastwatch*, *Ipswich River Watershed Association*, and the *8 Towns & the Great Marsh* program of the *Merrimack Valley Planning Commission*.

## ***Greenscapes Services for Fiscal Year 2020***

### **1. Stormwater Outreach and Education**

Polluted stormwater runoff is the number one pollution problem affecting our rivers and streams in Massachusetts. *Greenscapes* helps communities with the outreach & education requirements of the federal stormwater regulations (MS4 permit effective July 2018), including the 5-year outreach plan required by the new permit (due Sept. 30, 2018). This year, we will follow up on last year's materials and workshops and will provide the 'Year Two' deliverables required and outlined in your 5-year plan. If you are a new *Greenscapes* member, we will assist you in outlining and executing effective outreach for the next four permit years.

### **2. Water Conservation Outreach and Education**

*Greenscapes* supports municipal efforts related to public water conservation outreach and education. In addition, we will assist municipalities whose water withdrawals are regulated by Mass DEP's Water Management Act to comply with the water conservation outreach and education program defined by their permits.

### **3. Educational Brochures**

*Greenscapes* produces many rack cards and informational brochures on water issues. In recent years, we have created a rack card that explains the basics of stormwater pollution and the new requirements of the MS4 permit, a "Scoop the Poop" flyer focusing on the issue of dog waste and an informative brochure on how to design and construct a Rain Garden. The comprehensive "Greenscapes Guide", containing detailed information about sustainable lawn maintenance and low-impact-development practices for homeowners, was updated in FY19 and will be distributed in FY20. Also in FY20, the coalition will create outreach materials focused on industrial/commercial stormwater management and industrial/commercial pollution prevention.

#### 4. **Greenscapes School Program**

*Keeping Water Clean* is a fun, hands-on educational program provided for your 5th grade elementary students. The interactive program demonstrates how the built environment affects the natural water cycle, what happens to water when it enters a storm drain, how water flows through the local watershed, and how water can be cleaned and conserved. We offer this program in one school of your choosing per school year. For an additional fee, *Keeping Water Clean* can be delivered to more of your elementary schools.

#### 5. **Public Forums, Local and Regional Events, and Workshops**

The *Greenscapes North Shore Coalition* will customize a presentation suited to the residents of your community and present it at the time and venue of your choice. Previous topics have included: “Why Stormwater Matters”, “Greenscapes 101”, “Slow the Flow”, a “Water Talk”, or another topic of your choosing. *Greenscapes* will participate in regional expos and workshops throughout the North Shore, including the annual Tri-Town *Grow Spring! Expo* which attracts more than 400 visitors. In FY20, the coalition will also be hosting a workshop that will specifically address the importance of minimizing impervious surfaces and which BMPs or LID could be employed to do so.

#### 6. **Greenscapes Web Site, Social Media & Press Releases**

Our website, [www.greenscapes.org](http://www.greenscapes.org), includes comprehensive program information, downloadable gardening and lawn care fact sheets, current information about water conservation and stormwater management, resources for all MS4 audiences and much more. Monthly *Greenscapes* program or event announcements, press releases and personalized social media posts will be emailed to *Greenscapes* municipal contacts to disseminate further.

#### 7. **Additional materials.**

Over the years, the *Greenscapes North Shore Coalition* has provided member communities with a variety of educational materials to distribute, such as “Scoop the Poop” and public service announcements. These materials will continue to be available to new and returning Greenscapes communities as supplies last.

#### 8. **Technical Support and Assistance** on water-related issues in your community, as needed.

## Who We Are

The *Greenscapes North Shore Coalition* works in the region to bring a unified voice and a consistent message to your environmental outreach campaign. Our team of educators and experts works closely with each member community to tailor your outreach and address your specific needs. By working together, we take advantage of economies of scale and share new ideas and perspectives.



## Join Us!

We invite your municipality to join the *Greenscapes North Shore Coalition* and share the *Greenscapes* message with your citizens and businesses. Annual membership fee is \$2,500.

*We look forward to working with you to help keep our waters clean and plentiful.*