



GREENSCAPES
NORTH SHORE COALITION



IPSWICH RIVER
WATERSHED ASSOCIATION
The Voice of the River



Salem Sound
COASTWATCH



EIGHT TOWNS
AND THE
GREAT MARSH
OUTREACH ADVOCACY RESTORATION



The Greenscapes North Shore Coalition works to promote and protect beautiful landscapes for clean and plentiful water in the North Shore communities of Massachusetts

Amesbury	Andover	Beverly	Boxford
Danvers	Essex	Georgetown	Gloucester
Ipswich	Lynnfield	Manchester	Marblehead
Merrimac	Middleton	North Andover	North Reading
Peabody	Rowley	Salem	Salisbury
Topsfield	Wenham	West Newbury



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GREENSCAPES in YOUR Community

- MS4 Permit Support
- WMA Permit Support
- School Programming
- Public Presentations
- And More!




BMP Media/ Category	BMP Description*	Targeted Audience	Responsible Parties/ Depts**	Measurable Goal	Implementation Year
Brochure/ Pamphlets	Brochure will consist of a 'how-to-guide' for residents on how rain gardens work and how to install them at their home.	Residents	Greenscapes North Shore Coalition	- Number distributed - Resident testimonials	2018 (Fall)
Brochure/ Pamphlets	An updated version of comprehensive literature, discussing the importance of "greenscaping", small-scale stormwater management practices, sewer/septic system maintenance and other ways to avoid illicit discharge.	Residents	Greenscapes North Shore Coalition	- Number distributed - Resident testimonials	2019 (Spring)
Workshop/ Info Sheet	Workshop and associated literature will cover LID options for reducing runoff and promoting on-site infiltration. Pricing, maintenance and ordinances will also be discussed.	Developers (Construction)	Greenscapes North Shore Coalition and <i>municipal entity</i>	- Number of attendees - Increase in LID use	2019 (Winter)
Displays/ Posters/ Kiosks	Informational poster will be placed in area with heavy dog/walker traffic. Poster will describe proper pet waste management and disposal.	Residents	Greenscapes North Shore Coalition	- Pilot surveys may be conducted before and after message posting	2019 (Spring)
Brochure/ Pamphlets	Pet Waste literature is available in two forms (one page info sheet or rack card) and can be redistributed as necessary.	Residents	Greenscapes North Shore Coalition	- Number distributed - Resident testimonials	2018
Social Media Post	Greenscapes will provide content for a social media "blast" on town Facebooks etc. Ex. Autumnal facebook post describing proper disposal of leaf collection, and springtime post about proper lawn/fertilizer maintenance.	Residents	Greenscapes North Shore Coalition and <i>municipal entity</i>	- Number of views/ likes/ comments - Resident testimonials before and after posting	2018
School Curriculae/ Programs	<i>Elementary School Name</i> will host Greenscapes "Keeping Water Clean" Program.	Residents	Greenscapes North Shore Coalition	- Number of students/ teachers/ volunteers in attendance - Subset of students evaluated before and after program	2018
Brochure/ Pamphlets	Brochure will include general info on LIDs that can assist in stormwater management and pollution prevention. Content will be targeted to "environmental contacts" at industrial facilities, or property managers where applicable.	Industrial Facilities	Greenscapes North Shore Coalition	- Number distributed - Phone call followup	FY2020
Workshop	Stormwater presentation will discuss specific BMPs for parking lots; how to reduce impervious surfaces, and maintain the space more sustainably.	Businesses/ Institutions and Commercial Facilities	Greenscapes North Shore Coalition and <i>municipal entity</i>	- Number of attendees - Number of presentations re-distributed to commercial representatives.	FY2020
Displays/ Posters/ Kiosks	An updated version of informational display, discussing the importance of "greenscaping", small-scale stormwater management practices, sewer/septic system maintenance and other ways to avoid illicit discharge.	Residents	Greenscapes North Shore Coalition	- Number distributed - Resident testimonials	FY2020
Brochure/ Pamphlets	Pet Waste literature is available in two forms (one page info sheet or rack card) and can be redistributed as necessary.	Residents	Greenscapes North Shore Coalition	- Number distributed - Resident testimonials	FY2020
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School Curriculae/ Programs	<i>Elementary School Name</i> will host Greenscapes "Keeping Water Clean" Presentation.	Residents	Greenscapes North Shore Coalition	- Number of students/ teachers/ volunteers in attendance - Subset of students evaluated before and after program	FY2020

Part IV: Minimum Control Measures

Please fill out all of the metrics below. If applicable, include in the description who completed the task if completed by a third party.

MCM1: Public Education

Number of educational messages completed during the reporting period: 16+ 

Below, report on the educational messages completed during the first year. For the measurable goal(s) please describe the method/measures used to assess the overall effectiveness of the educational program.

BMP: Rain Garden Brochure


Message Description and Distribution Method:

Informational brochure on the function and importance of Rain Gardens and stormwater filtration. Construction instructions and plant suggestions also included.

Targeted Audience: Residents

Responsible Department/Parties: Greenscapes North Shore Coalition & Municipal Contacts

Measurable Goal(s):

 500 made available in town hall. Distributed by Salem Sound Coastwatch and Ipswich River Watershed Association at many community events. PDF available for download at www.greenscapes.org/resources-brochures/

Message Date(s): Delivered November 2018

 Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ☐ No ☒

If yes, describe why the change was made:

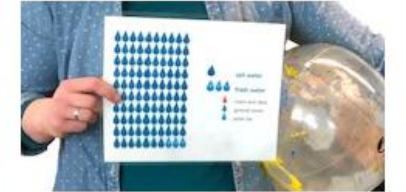
- Summary to be expected every year.
- Can be personalized for each community (KWC numbers, event attendance, etc)
- Greenscapes "Umbrella" – all communities can report on all events, as long as they were advertised and "made available" to their constituents.

Education Program

- Designed for grade 5.
- Hands-on, interactive stations for students conducted by Greenscapes educators and parent volunteers.
- Pre-program PowerPoint presentation with community specific information.
- Take-home materials for families to learn about water quality, sustainable landscaping and water conservation.

These photos are from a program hosted by Andover's Bancroft Elementary school and presented by:

GREENSCAPES



The 115 students that participated are now experts on...
KEEPING WATER CLEAN and PLENTIFUL!

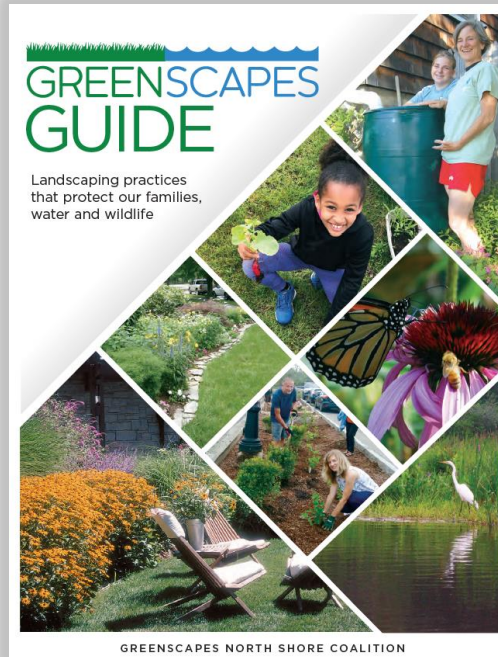
MS4 Assistance Grant 2019

“LID Toolkit”



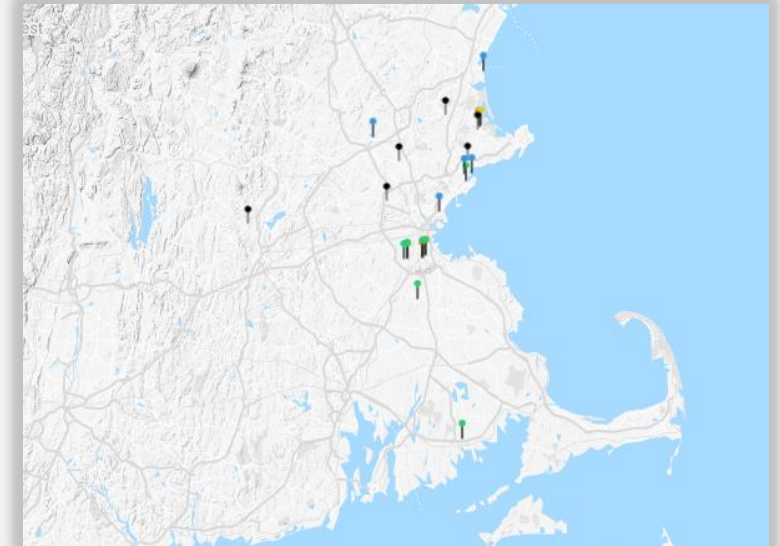
3 LID Videos

- Ongoing Construction
- Innovative LID at Schools
- LID throughout MA



Greenscapes Guide

- Magazine Format
- 24 pages
- Plant suggestions
- Lawn care tips



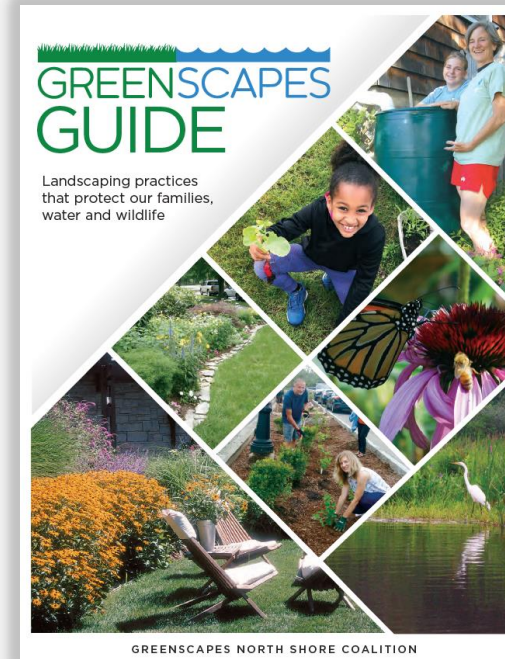
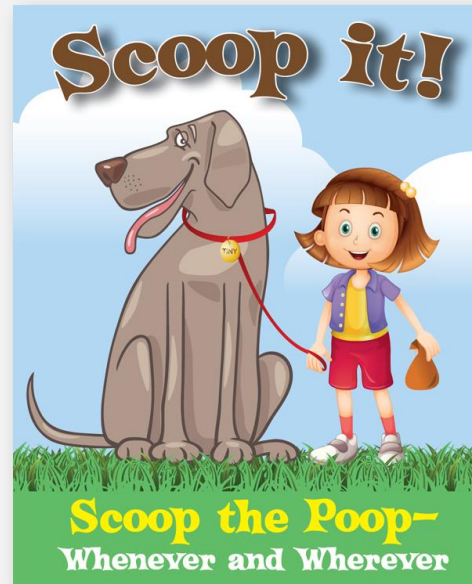
LID Web Viewer

- LID throughout MA

[LID Survey Form](#)

Other Resources

- “Greenscaping 101”
- Rain Garden Workshops
- LID Workshops
- Composting Workshops
- Rain Barrel Sale
- Annual Summaries



↑
Monthly Social
Media Posts

All available at:
www.greenscapes.org

“Where do I share these materials?”

- Garden Clubs
- Dog Parks
- Tabling Events
- Citywide Mailings
- Public Access TV
- Public Library
- Conservation Commissions
- Stormwater Committees
- Recycling Committees



Misc. Examples



- DPW/Town Facebook pages
- Dog License Renewals
- Building/Health Inspector office or mailings
- Trash/Recycling Barrel Pickup
- Newsletters
- Open Space Committee?
- Green Team?