

# GREENSCAPES *North Shore Coalition*



The **Greenscapes North Shore Coalition** works to promote clean and plentiful water by creating attractive natural landscapes in the North Shore communities of Massachusetts. The *Greenscapes Program* is a collaborative effort that has provided education and outreach services to dozens of Massachusetts cities and towns. Our goal is to:

- Provide effective outreach and education to support municipal compliance with water-related regulatory requirements, including the Municipal Separate Storm Sewer Systems (MS4) and Water Management Act permits.
- Educate and empower residents to seek to improve water quality and sustain healthy water supplies.
- Serve as a resource for homeowners and businesses seeking 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, Merrimack River Watershed Council, and the 8 Towns & the Great Marsh program of the Merrimack Valley Planning Commission.*

## ***Greenscapes Services for Fiscal Year 2018***

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

Polluted stormwater runoff is the number one pollution problem affecting our rivers and streams here in Massachusetts. Greenscapes will help communities to meet the outreach & education requirements of current federal stormwater regulations (the MS4 permit), and assist in planning for the five-year outreach plan included in the new permit.

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

*Greenscapes* supports efforts to promote water conservation at the local level. In 2017, we piloted community-based social marketing strategies that helped to reduce wasteful water habits. We will apply what we learned there to implement projects throughout our region in the coming year. *Greenscapes* will also assist municipalities in developing the water conservation programs required by Mass DEP's Water Management Act permits, as well as additional requirements related to drought declarations.

### **3. Educational Brochures**

In 2017, *Greenscapes* created a rack card explaining the basics of stormwater pollution and the new requirements of the MS4 permit. Our research shows that, so far, people know very little about MS4 and its expanded municipal obligations. Using this summary to build public support for stormwater education will assist your community in developing a more effective stormwater program. Because we continue to hear from communities across the region that pet waste is a high-priority concern, this year we will produce a revised flyer addressing that issue. We will work with neighborhood groups, stream teams, and others to effectively spread the word and to monitor impact on community behavior.

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

The *Greenscapes* school program is a fun, hands-on educational adventure for 5th-grade elementary students. This interactive program, which meets Massachusetts Science Standards, demonstrates how the built environment affects the natural water cycle, what happens when water enters a storm drain, how water filters through the local watershed, and how our water supplies can be conserved and kept clean. We offer this program in a school of your choosing each school year.

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

We will customize a presentation suited to the residents of your community and present it at a time and place convenient to you. Previous topics have included: "Why Stormwater Matters," "Greenscapes 101," "Slow the Flow," a "Water Talk," or another topic that suits your needs. We also will continue to participate in regional expos and workshops throughout the North Shore, including the yearly Tri-Town *Grow Spring! Expo*, which attracts hundreds of visitors.

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

Our website, [www.greenscapes.org](http://www.greenscapes.org), includes comprehensive program information, gardening and lawn care fact sheets, information about water conservation and stormwater management, resources for businesses and institutions, and much more. *Greenscapes* program and event announcements, as well as press releases are shared through our Coalition organizations and *Greenscapes* municipal contacts.

#### 7. **Additional Materials**

Over the years, we have provided to our *Greenscapes* communities a variety of educational materials, including the popular *Guide to Greenscaping* and our 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.

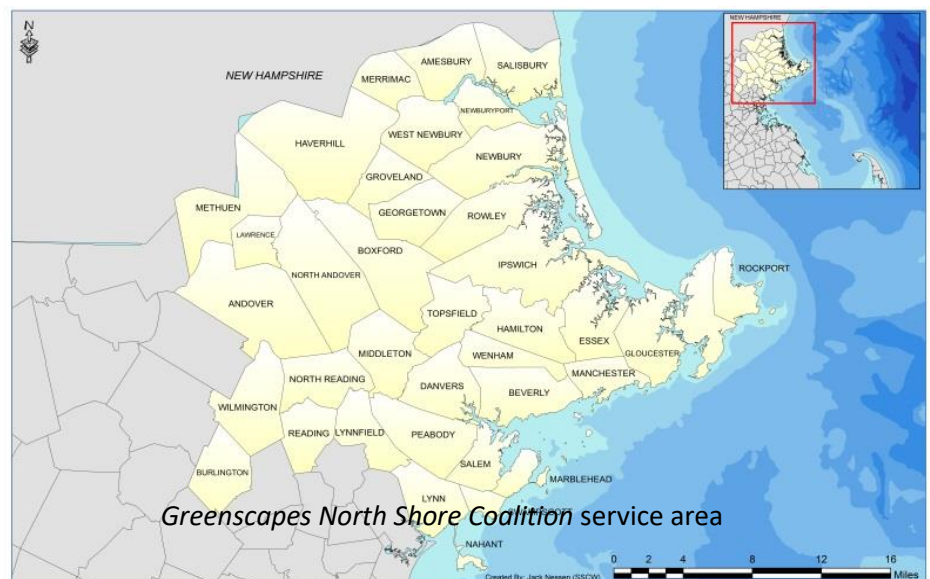
## Who We Are

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.

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



For more information on the *Greenscapes North Shore Coalition* please contact:  
**Lori Watson** at [loriwatson@salemsound.org](mailto:loriwatson@salemsound.org) or (978) 741-7900