



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 Coalition** are provided to North Shore municipalities by: *Salem Sound Coastwatch*, the *Ipswich River Watershed Association*, and the *Merrimack Valley Planning Commission*.

Greenscapes Services for Fiscal Year 2023

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 required by federal stormwater regulations such as the MS4 permit, effective July 2018. The specific deliverables we are creating and distributing this year are described herein. Materials from previous years will also be made available to all members.

2. Public Forums, Local and Regional Events, and Workshops

The *Greenscapes North Shore Coalition* will customize a presentation suited to your community and present at a time and venue of your choosing. Previous topics have included: “Why Stormwater Matters”, “Greenscapes 101”, “Slow the Flow”, “Water Ethics” and more.

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 requirements of the MS4 permit, an informative brochure on how to design and construct a Rain Garden and the always popular “Scoop the Poop” flyer focusing on the issue of dog waste. The 26-page “Greenscapes Guide” features recommendations for sustainable lawn maintenance and low-impact-development practices for homeowners. Other comprehensive guides created by Greenscapes include a stormwater management guide for industrial sites and an LID Fact Sheet for Developers and municipal planning boards. This year, *Greenscapes* will be creating a “What Not to Flush” rack card, designed to help homeowners and business owners keep their septic and/or wastewater systems well maintained. Previous year’s materials will continue to be available to new and returning Greenscapes communities.

4. **Greenscapes School Program**

Keeping Water Clean is a fun, hands-on educational program for 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. In FY21, we created a fully virtual school program that allowed students and teachers to learn and engage with each other and the content from the safety of their homes. This year, both programs can be made available to your 5th grade students. Access to the virtual program and necessary support from the *Greenscapes* team is included without additional cost. Your membership includes a \$400 rebate (or one session for ~40 students) for the in-person program and additional programs can be scheduled at a rate of \$10/student.

5. **Water Conservation Outreach and Education**

Greenscapes also supports municipal efforts related to public water conservation outreach and education. 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 or registrations and will provide general sustainable water usage tips and tricks to all communities.

6. **Greenscapes Website, Social Media & Press Releases**

Our website, www.greenscapes.org, includes comprehensive program information, downloadable gardening and lawn care fact sheets, workshop and presentation recordings, 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. All social media content will also be shared on the *Greenscapes* Facebook page.

7. **Technical Support and Assistance** on water-related issues in your community, as needed. We encourage all *Greenscapes* communities to reach out with any water or stormwater related technical questions.

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.



Greenscapes North Shore Coalition service area

Join Us!

We invite your municipality to join the *Greenscapes North Shore Coalition* and help us share the *Greenscapes* initiatives 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.

For more information about the *Greenscapes North Shore Coalition* please contact
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