

Appendix VIII: Public Education, Outreach and Involvement Plan

GREENSCAPES NORTH SHORE COALITION

MCM 1: Public Education and Outreach - NOI FORM

* All literature and media will be available online at www.greenscapes.org and can be shared with member communities at any time.

** Community can decide how to address Greenscapes' involvement. They may choose to list GS as an external contractor, or can list whomever in their town GS communicated with for each BMP, respectively.

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
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	FY2020
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

Workshop	Workshop and literature will go into greater detail, following the workshop regarding low impact development held in year one. City ordinances and associated incentives will be outlined.	Developers (Construction)	Greenscapes North Shore Coalition and <i>municipal entity</i>	- Number of attendees	FY2021
Web Page	Story Map will outline and describe different examples of existing low-impact-developments in the North Shore Community.	Residents	Greenscapes North Shore Coalition	- Number of map views - Resident testimonials on LID awareness	FY2021
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	FY2021
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	FY2021
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	FY2021
Meeting/ Presentation	Presentation will discuss proper "greenscaping" practices on a business/commercial level. Content will be targeted to property managers and will include sand/salt storage and landscape management.	Businesses/ Institutions and Commercial Facilities	Greenscapes North Shore Coalition and <i>municipal entity</i>	- Number of attendees	FY2022
Meeting/ Presentation	Presentation will discuss proper "greenscaping" practices on an industrial level. Content will be targeted to property managers and will include sand/salt storage and landscape management.	Industrial Facilities	Greenscapes North Shore Coalition and <i>municipal entity</i>	- Number of attendees	FY2022
Brochure/ Pamphlets	"What not to Flush" rack card will raise resident awareness of the damages of flushing things like wipes and grease in their toilets/sinks.	Residents	Greenscapes North Shore Coalition	- Number distributed - Resident testimonials	FY2022
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	FY2022
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	FY2022
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	FY2022
Meeting/ Presentation	Greenscapes NS will conduct a "Greenscapes 101" presentation for residents at <i>site of community's choosing</i> . Presentation will discuss the importance of clean and plentiful water.	Residents	Greenscapes North Shore Coalition	- Number of attendees - Resident testimonials	FY2023
Special Events/ Festivals/ Fairs	Greenscapes representatives will attend a trade show expo, with the intent of sharing "Greenscaping" practices and the importance of LIDs with Landscapers and Developers.	Developers (Construction)	Greenscapes North Shore Coalition	- Number of materials distributed - Number of contacts made - Developer testimonials	FY2023
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	FY2023
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	FY2023
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	FY2023