

**Greenscapes:
Beautiful landscapes that
protect our water**



www.Greenscapes.org



The Program

- Multi-faceted regional outreach campaign
- Primary audience: South Shore homeowners
- Secondary audience: landscaping professionals
- Addresses both water conservation and water quality
- Provide information, goods and services
- Centrally managed by NSRWA



Partners

North and South Rivers Watershed Association

Massachusetts Bays Program



13 South Shore communities and water companies:

Cohasset, Duxbury, Hanover, Kingston, Marshfield, Norwell, Pembroke, Plymouth, Scituate and Weymouth; Aquarion Water Company (Hingham and Hull), Pinehills Water Company (Plymouth).

(2004: West Bridgewater)



Grant Funders

MA Office of Coastal Zone Management (2005)

MA Dept. Environmental Protection (2005, 2006)

U.S. Environmental Protection Agency (2006)

Massachusetts Environmental Trust (2006)





Associates

- Ecological Landscaping Association
- Northeast Organic Farming Association
- Plymouth County Cooperative Extension
- Mass Bays Estuary Association (*Think Blue*)
- EPA GreenScapes Program (HQ, Region 1)
- MA Riverways Program
- South Shore nurseries
- Landscaping professionals and retailers



What's in it for me?

Greenscapes are good for you, your wallet, and the environment in many ways, including:

- ✓ reduced water bills
- ✓ less money spent on chemicals
- ✓ less work for you or your contractor
- ✓ less exposure to chemicals
- ✓ more free time
- ✓ increased property values
- ✓ more beautiful landscapes
- ✓ more habitat for wildlife
- ✓ reduced stormwater pollution



Program Management

- NSRWA is primary program manager
 - 2006 Budget of \$67,000 (estimated 39% is labor)
 - Average 12 hour/week staff time to implement
- Cost shared by communities on sliding scale
- Benefit: Economies of scale
- Benefit: Consistent messaging
- Benefit: Program consistent with mission
- Pro/Con: Lots of ideas and partners
- Con: Diverse geology/geography/audience



Advertising

- Direct mail: Ref. Guide
- Utility bill inserts
- Media kits, press releases
- Posters
- Tabletop displays
- Radio spots
- E-newsletter
- www.Greenscapes.org
- Email listserves
- Watershed Associations
- Nurseries, garden clubs
- Local cable TV
- Newspaper ads

GreenScaping will save you time and money, attract birds and wildlife, and protect our environment by reducing the need for water and chemicals.



Attend a free GreenScapes workshop (see schedule on back).

Visit the GreenScapes website at www.GreenScapes.org, or call your local water department for more information.

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www.GreenScapes.org

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Free workshop

Monday, June 14, 2004
7:00 – 9:00 pm
Plymouth Town Hall

You will learn the basics of GreenScaping from a landscaping professional, and receive complimentary GreenScapes instructional materials.



GreenScaping will save you time and money, attract birds and wildlife, and protect our environment by reducing the need for water and chemicals.

GreenScapes is brought to you by the Town of Plymouth Water Department and the North and South Rivers Watershed Association.



How Did You Hear?

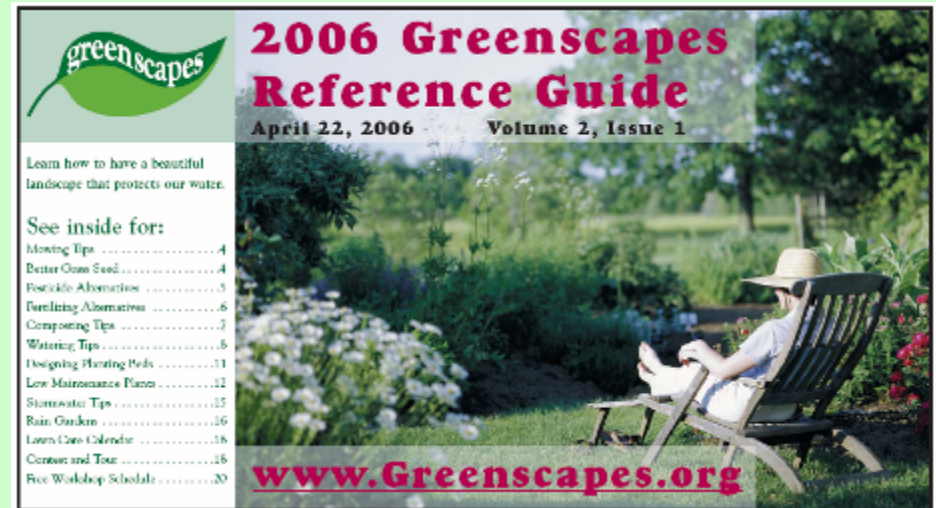
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| 45% | Reference Guide |
| 31% | Newspaper Article |
| 30% | NSRWA Newsletter |
| 19% | Utility bill inserts |
| 16% | Friend |
| 6% | Web search/links |

Source: Survey of 2005 workshop attendees
(N=135)



Reference Guide

- 20-page, full color
- 80,000 distributed
- \$0.50 to print/mail
- Details of special offers
- Helpful hints for mowing, fertilizer alternatives, pesticide alternatives, watering, composting, LID
- New for 2006: Rain Gardens, Lawn Care Calendar
- Also available at town halls, libraries, nurseries, www.Greenscapes.org





Free Email Newsletter

- 6 monthly issues
(May to October)
- 600+ subscribers
- ~ 5% growth each issue
- Timely and seasonal recommendations
- Watering restrictions





Free Workshop Series

May 4: Creating Raingardens

May 11: Easy Composting

May 18: Sustainable Plants

May 25: Irrigation Systems



- Registration/surveys source for marketing info
- Doorprizes in exchange for completed surveys
- Recorded and aired on cable TV (spring – fall)
- Available on DVD at cost or at public libraries.



Workshop Participation

- 2005 (6-part series): 432 registrants from 20 towns
- 2006 (4-part series): 268 registrants from 25 towns
- Average 70 registrants (45 attendees) per workshop
- 84% of attendees from Greenscapes communities
- 99% would implement one/more GS principles
- 99% would recommend to friends
- 99% want community to continue funding program



Lawn Sign Campaign

- Free to anyone who commits to 5+ Greenscapes recommendations.
- Adopt-an-island committees
- Garden clubs
- ~200 distributed





Sprinkler Timers



- “Water your lawn at dawn”
- Sold at wholesale (\$20)
- Grant from Orbit Inc.
- 80 sold to date





Irrigation Audits

- ~ 30% water savings
- Ted Moriarty of Smart Watering Company (IA certified auditor)
- Free audits offered to top summertime users
- 20% discount all others
- Free workshop May 25





Rainbarrels

- Partner with New England Rainbarrel Co.
- 55 sold in 2005-2006
- Demo at NSRWA
- Workshop door prize
- Promote towns that sell through DEP program





Raingardens

- Step-by-step directions and suggested plants in 2006 Reference Guide
- Free workshop on May 4
- Promote existing demo sites in region
- 13 demos in GS communities through EPA 104b3 grant





New for 2006

- Landscape contest and tour in Sept.
- Private on-site consultations with Greenscapes Advisor (\$75 for 90 minutes)
- Model Bylaw working group





Professional Training

- Feb. 2005: six-part workshop series with UMass Cooperative Extension. Only 18 attended.
- Feb. 2006: ½ day workshop with ELA; 40 attended. Focus on LID.
- August 2006: NOFA organic lawn and turf course (full-day training)
- Fall 2006: Potential training program for irrigation contractors
- Contractor selection guidelines on website, links to databases of accredited professionals



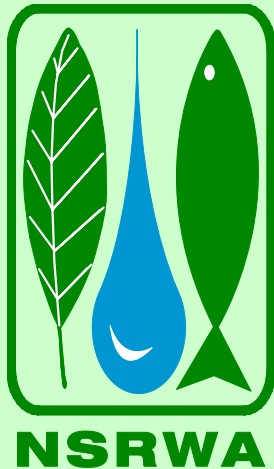


Future Ideas?

- CBSM Survey/Evaluation
- Measures of success: water conservation
- More Irrigation Audits if successful
- Replication in other Mass Bays Program regions?
- Collaboration with EPA GreenScapes
- User-specific marketing?
- Other ideas?



For More Information



Wendy Garpow

Director of Community Programs

North & South Rivers Watershed Assoc.

wendy@nsrwa.org

#781-659-8168

Samantha Woods

Executive Director

North & South Rivers Watershed Assoc.

samantha@nsrwa.org

#781-659-8168



What are Greenscapes?

Greenscapes are beautiful landscapes that will save you time and money, and protect our environment by reducing the need for water and chemicals.





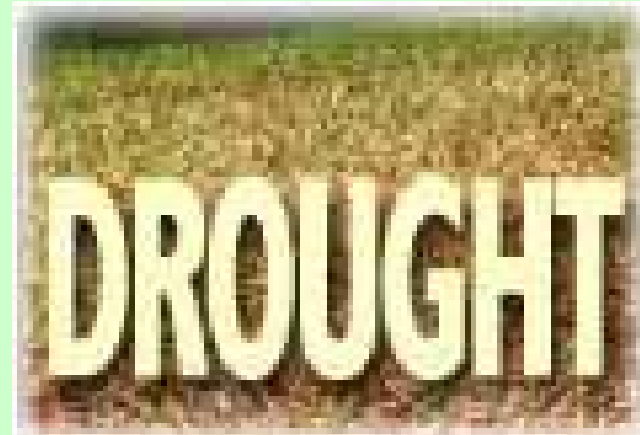
Why is Greenscaping Important?

We need to make sure there is enough clean water for people and the environment!





Water Quantity

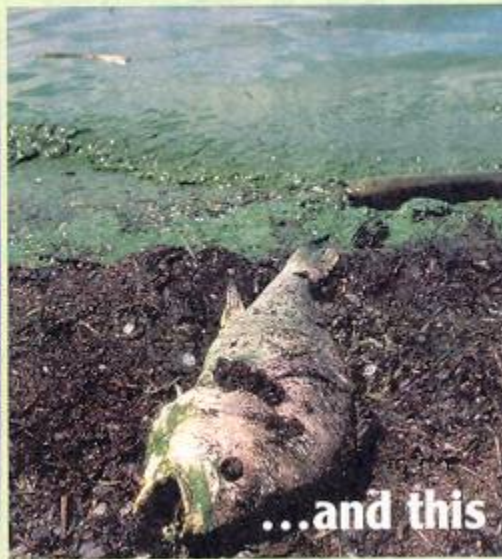
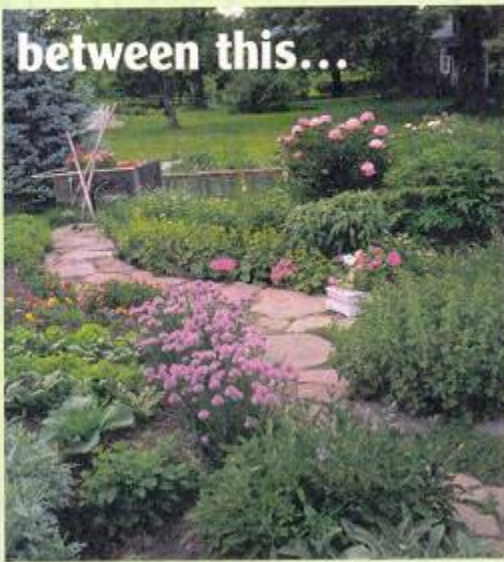




Water Quality

WHAT'S THE CONNECTION?

between this...





Compost Bins

- Promote towns that sell through DEP program
- Step-by-step directions in Reference Guide
- Free workshop May 11



"Where did you hear about Greenscapes?"

