



ACTION

Implement an education campaign on sustainable landscape practices



DESCRIPTION OF ACTION

Develop and implement an education campaign that encourages residents, businesses, and partners to implement sustainable landscape practices, such as protecting native species and limiting herbicide/pesticide use.



CHAMPIONS

Weston Plant Pollinator Alliance (WPPA) and the Conservation Commission

PLANNING CONSIDERATIONS

IMPLEMENTATION STEPS	TIMEFRAME	KEY PARTNERS	FUNDING RESOURCES
<p>1 Compile a list of sustainable landscape best practices and resources through interviews with experts in the field. Topics should include, but are not limited to, protecting native species and limiting herbicide/pesticide use.</p>	<p>1 MONTH</p>	<ul style="list-style-type: none"> Landscaping companies Nurseries Sustainability Committee SWAG Northeast Organic Farming Association (NOFA) Tree Advisory Group Lincoln & other regional activists/experts 	<ul style="list-style-type: none"> MVP Action Grant/volunteer WPPA time
<p>2 Host a series of public events with guest speakers who can speak to implementable design, installation, and maintenance principles.</p>	<p>1-2 YEARS</p>	<ul style="list-style-type: none"> Experts listed above Department of Public Works Lands Sake Farm Garden Club 	<ul style="list-style-type: none"> MVP Action Grant/volunteer WPPA time
<p>3 Develop sustainable landscape guidelines for capital projects</p>	<p>1-2 YEARS</p>	<ul style="list-style-type: none"> Conservation Commission Public Works Schools Planning Board Permanent Building Committee 	<ul style="list-style-type: none"> MVP Action Grant/volunteer WPPA time
<p>4 Expand distribution of sustainable landscaping best practices through a website page, social media, hosting public landscaping work parties, tabling at existing events, and partnering with local businesses, schools, and organizations.</p>	<p>ONGOING</p>	<ul style="list-style-type: none"> Partners in neighboring towns Town Manager's Office Schools WCCA Board of Health Sustainability Committee Tree Advisory Group Garden Club NOFA 	<ul style="list-style-type: none"> MVP Action Grant/volunteer WPPA time



LINKS TO OTHER PLANS & ACTIONS

- ✓ Create a tree management plan
- ✓ Improve water conservation education
- ✓ Promote existing rain barrel program
- ✓ Increase pervious areas to protect existing natural areas
- ✓ Educate residents about tree health, the tree ordinance, and pre-storm trimming



EQUITY CONSIDERATIONS

- ✓ Ensure communications are reaching beyond the normal “choir”
- ✓ Provide translated resources
- ✓ Take affordability into account: “Sustainable landscapes on a budget”



MEASURING SUCCESS

OUTPUTS:

- ✦ Attendance at public workshops
- ✦ Completion of a robust, resource-filled webpage
- ✦ Visits to webpage

OUTCOMES:

- ↑ Reduction in pesticide/herbicide use
- ↑ Improvement in water quality in local waterways
- ↑ Increase in native species and pollinator habitats



ENGAGING THE COMMUNITY

- ✓ Flyer in utility bills
- ✓ Partner with Planning and DPW to engage Town
- ✓ Host a workshop about incorporating sustainable landscapes into operations with businesses and local institutions
- ✓ Utilize existing Town communication channels to reach all interested residents