



ACTION

Implement a Sustainable Landscape Program

Create a program that engages residents, businesses, and partners to build a network of support for implementing sustainable landscape design, installation, and maintenance principals.



CHAMPION(S)

Natural Resource Commission (NRC)

PLANNING CONSIDERATIONS

IMPLEMENTATION STEPS	TIMEFRAME	KEY PARTNERS	FUNDING RESOURCES
<p>1 Establish a baseline assessment of landscaping in Wellesley (tree canopy baseline, etc.) and compile a list of sustainable landscape best practices and resources through interviews with experts in the field.</p>	<p>1 month</p>	<ul style="list-style-type: none"> • Landscaping companies • Nurseries • Community Preservation Committee • Wetlands Protection Committee • Trails Committee • NOFA 	<ul style="list-style-type: none"> ✓ MVP action grant/staff time ✓ Toxic Use Reduction Institute Grants
<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 • Garden Club 	<ul style="list-style-type: none"> ✓ MVP action grant/staff time
<p>3 Develop sustainable landscape guidelines for capital projects.</p>	<p>1-2 years</p>	<ul style="list-style-type: none"> • DPW (Park and tree) • Schools • Library 	<ul style="list-style-type: none"> ✓ MVP action grant/staff time ✓ Toxic Use Reduction Institute Grants
<p>4 Expand distribution of the existing NOFA handout and any additional best practices through social media, hosting public landscaping work parties, tabling at existing events, and partnering with local businesses and organizations.</p>	<p>ongoing</p>	<ul style="list-style-type: none"> • Partners in neighboring towns • Wetlands Protection Committee • Trails Committee • NOFA • Sustainable Wellesley • Wellesley Green Schools • Wellesley Conservation Council 	<ul style="list-style-type: none"> ✓ MVP action grant/staff time

LINKS TO OTHER PLANS & ACTIONS

How does this action connect to the Unified Plan Goals/Actions and other MVP actions?

SUPPORTED UNIFIED PLAN GOALS/ACTIONS:

- ✓ Provide nonpoint source pollution education to residential and nonresidential private property owners.
- ✓ Promote the use of green infrastructure best management practices (BMPs) on public and private properties to manage stormwater
- ✓ Continue to implement the organic integrated pest management program.

OTHER SUPPORTED MVP PROPOSED ACTIONS:

- ✓ Education to residents on benefits of trees and native species
- ✓ Plant hardier, storm-resistant trees
- ✓ Promote rain barrels
- ✓ Promote green infrastructure
- ✓ Enhance education around pesticide use, water use, and organic lawn care
- ✓ Improve soil quality and biodiversity
- ✓ Baseline assessment of tree canopy



MEASURING SUCCESS

How can we measure the progress and success of this action?

OUTPUTS:

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

OUTCOMES:

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



EQUITY CONSIDERATIONS

How can the community incorporate equity into the implementation of this action?

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



ENGAGING THE COMMUNITY

How can we engage the populations that benefit from implementing this action?

- ✓ Reach everyone with a flyer in utility bills
- ✓ Partner with Planning and DPW to ensure the Town is using sustainable landscape practices throughout Wellesley
- ✓ Host a workshop with businesses that is adapted for how businesses can incorporate sustainable landscapes into their operations
- ✓ Partner with the Housing Authority and Housing Development Corporation to connect with interested residents