

Action Implementation Blueprints



ACTION NAME

Work with homeowners to promote sustainable landscaping practices.

DESCRIPTION OF ACTION

Sustainable landscaping improves our resilience to climate change and reduces GHG emissions by reducing demand on water supply, enhancing ground water recharge, reducing runoff during storms, protecting biodiversity, mitigating flash flooding, increasing resilience to drought, enhancing potential for carbon sequestration, and reducing energy demand for maintenance and water supply.

Concord will promote sustainable landscaping practices through education, partnerships with garden clubs and other local groups, collaborations with contractors, and resources such as equipment and seed libraries.

CHAMPION

Natural Resources Division, Concord Public Works, Sustainability Division

IMPLEMENTATION STEPS

PLANNING CONSIDERATIONS

TIME FRAME

KEY PARTNERS

1. Develop and execute communications plan to promote Concord's Sustainable Landscaping Handbook.

2020-2021

- Sustainability Division
- Concord Public Works
- Natural Resources Division
- Public Information Office
- CSEC

2. Develop a list of best management practices and programs for landscape, nursery, and garden center retailers that align with Sustainable Landscaping Guide goals. Incorporate guidance/framework in Subdivision Rules and Regulations.

2020-2021

- Concord Public Works
- Agriculture Committee
- Natural Resources Commission
- Pollinator Health Advisory Committee
- Planning Department

3. Survey area landscaping and gardening providers about sustainable practices. Create ongoing mechanism for businesses to report practices and mechanism for sharing with residents.

2020-2021

- Public Works
- Local businesses
- Plant societies (Mass Horticultural Society)

4. Develop incentive-based program for Town, residential, and commercial sustainable landscaping. Explore possible incentives for electric lawn care equipment.

2021-2022

- Public Works
- Natural Resources
- Neighborhood associations

5. Establish a tool share and seed exchange facility at an accessible location.

2021-2022

- Natural Resources Division
- Concord Public Works
- Garden Clubs
- Library



IMPLEMENTATION STEPS	PLANNING CONSIDERATIONS	
	TIME FRAME	KEY PARTNERS
6. Develop ongoing training and education program for landscapers and residents.	2022-2024	<ul style="list-style-type: none"> • Public Works • Garden Clubs
7. Develop and update outreach mechanism (website, newsletter) to connect residents with information about businesses using sustainable practices, resources available via the tool library, and relevant events.	2020-2021	<ul style="list-style-type: none"> • Public Information Office • Minuteman Media Network
FINANCING RESOURCES AND MECHANISMS		
<ul style="list-style-type: none"> • Business partnerships • MAPC • MVP Action Grants • Summer internship programs like UNH Sustainability Institute • Other external grants 		
TRADEOFFS (CHALLENGES/BARRIERS)	EQUITY CONSIDERATIONS	
<ul style="list-style-type: none"> • Maintaining updated business information over time • Establishing liability protection for tool library • Staff availability • Regulatory Enforcement 	<ul style="list-style-type: none"> • Collaborate and communicate with small businesses • Ensure materials are available in multiple formats and platforms (print, online, TV) • Ensure tool library is accessible nights and weekends 	
TRACKING SUCCESS	ENGAGING THE COMMUNITY	
<p>Outputs:</p> <ul style="list-style-type: none"> • Resources for residents to choose businesses that align with their values • Accessible tools and plant materials for all residents to contribute directly to sustainable landscapes <p>Outcomes:</p> <ul style="list-style-type: none"> • Improved health/abundance of pollinators • Reduced chemical burden to land and waterways • Reduced noise and air pollution from fossil fueled equipment • Reduced potable water used on landscapes • Increased resilience to drought • Enhanced biodiversity • Reduced burden on public water supplies 	<ul style="list-style-type: none"> • Engage the community, particularly youth and seniors, in community sustainable gardening days. • Work with partners to showcase best practices and help residents find businesses. • Have representatives attend area industry events and reach out to plant society organizations to identify partners. • Provide opportunities for practitioners to share back success stories via social media with a common brand or hashtag. • Town committees and community groups with sustainability missions can help to build community support. 	