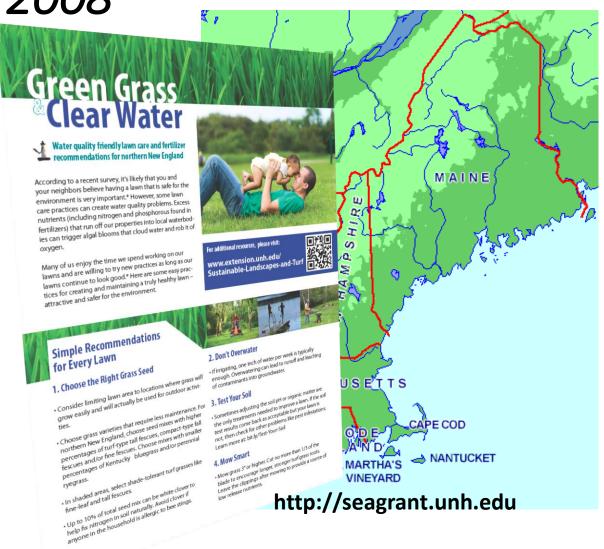
Changing Homeowner's Lawn Care Behavior to Reduce Nutrient Losses in New England's Urbanizing Watersheds - 2008

 Carried out by Universities of New Hampshire, Maine, Connecticut, Rhode Island, Vermont Cooperative Extension and Plymouth State University

 Funded by USDA National Water Program

 Focused on do-it-yourselfers in urbanizing communities in New England – interviews and survey



# Key Findings – Lawn Care Nutrient Practices in New England

- Over seventy three percent (73.3%) agree or strongly agree that adopting environmentally friendly lawn care practices is important for improving water quality.
- Close to seventy seven percent (76.9%) of respondents assert that it is important that their lawn look the same as it currently does if they adopt environmentally friendly alternatives.
- Respondents are very accepting of several simple practices: 1) using fertilizers that expressly protect water quality; 2) cutting grass a higher height, and 3) leaving clippings on the lawn. Respondents indicate that it is not important that a lawn be clover-free.
- <u>Linking the impacts of over-fertilization on water quality with a specific body of water is essential</u>. Over seventy-nine percent (79.4%) of respondents rated that framing as important or very important when considering their own actions.

#### More Key Findings and Recommendations

#### **Message Delivery**

- Results from both the survey and interviews indicate the timing of the messages
  is important, as this is not a topic that is frequently considered outside of the
  moments where lawn care decisions are made or activities undertaken.
- As expected, the most commonly used source of information on lawn care is product packaging. This reinforces that a point of purchase effort may be essential for success.
- Media sources are not widely used or trusted.
- Master gardeners and University Extension are considered the most trustworthy information sources by far, so being clear about affiliations and providing additional sources of information associated with these groups is useful and appropriate.

# EXERCISE: Choose a Business Objective and Apply the 5 Ps of Marketing

- A. Increase the number of rain gardens you install and maintain.
- B. Increase the number of pervious pavement systems you install and maintain.
- C. Increase the number of waterfront properties you provide water quality sensitive landscaping for.
- D. Increase the number of water quality-friendly lawns you install and/or maintain.
- E. Other?

# EXERCISE: Choose a Business Objective and Apply the 5 Ps of Marketing

- A. Increase the number of rain gardens you install and/or maintain.
  - Set a target for number of rain gardens to install next season?
  - Or a target for maintenance contracts
  - With whom? Municipalities/public properties, commercial properties, homeowners?
- B. Increase the number of pervious pavement systems you install and/or maintain.
  - Install (a target no.) of pervious pavement systems instead of impermeable patios or walkways.
  - Define the potential clients
- C. Increase the number of waterfront properties you provide water quality friendly landscaping for.
- D. Increase the number of water quality-friendly lawns or landscapes you design, install and/or maintain.
  - A. Or target a number of square feet that you will design install or maintain using the water-quality friendly practices
  - B. What types of practices or design elements will you emphasize?
- E. Other?

### People

- Which customers should you target for your WQ-friendly products and services?
- What barriers do you anticipate in reaching them or convincing them?
- Who do they influence or who are they influenced by?
- What motivates them?
- What incentives are likely to be effective for them?
- How do you deliver customer satisfaction? How do you know?

#### For more information, please contact

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