

## LAWN CARE

The use of fertilizers, pesticides and herbicides can have an impact on receiving streams, lakes, and waterways. These chemicals are used by property owners, landscape companies and City of Wilmington staff. When used improperly, these chemicals can end up in the lake and create conditions of low dissolved oxygen and algae blooms. Improperly disposed yard waste can also create these conditions. In addition, yard waste can block storm drains and drainage ditches which can lead to flooding.

Xeriscaping is a method of landscaping that uses native plants and natural areas to conserve water and protect the environment. The design techniques allow for attractive, cost effective and low-maintenance landscapes.

<u>Outreach Technique</u>	<u>Target Audience</u>	<u>Message or Objective</u>	<u>Details for Action</u>	<u>Priority</u>	<u>Timeline</u>	<u>Responsibility</u>	<u>Resources Required</u>	<u>Outreach Applicable to Other Watersheds</u>
<b>LAWN CARE</b>								
<i>Brochure detailing the proper use of fertilizer, application rates, soil type, yard waste handling, etc.</i>	<ul style="list-style-type: none"> <li>Lawn care consumers &amp; landscapers in the Greenfield Lake watershed &amp; the general population.</li> <li>Lawn &amp; garden store salespersons.</li> </ul>	<ul style="list-style-type: none"> <li>Simple calculation to determine proper fertilizer application rates for lawns and yards (i.e. use a simple pacing method.)</li> <li>Emphasize soil testing to determine proper fertilization rates for lawns &amp; yards.</li> <li>Outline proper handling of yard waste and benefits of alternative disposal methods.</li> <li>Discuss effects of erosion.</li> <li>Redirect spending to native plant sales.</li> <li>Demonstrate cost savings to consumer. (Use a comparison of homeowner A&amp;B)</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate brochure design &amp; publication with NC Cooperative Extension Service.</li> <li>Distribute Tidal Creeks Lawncare &amp; Water Quality guide to Greenfield Lake watershed residents.</li> <li>Determine printing and distribution logistics for brochure.</li> <li>Add a link to the Lawn Care brochure on the City website.</li> </ul>	HI	Fall 2002	Storm Water Services NC Cooperative Extension Service NH Soil & Water Conservation District Cape Fear River Watch	-in-house design time -printing & postage (\$1500)	X
<i>Workshops for property managers and landscaping subcontractors.</i>	<ul style="list-style-type: none"> <li>Property managers and landscapers.</li> </ul>	<ul style="list-style-type: none"> <li>Educate property owners about proper lawn care, soil testing, vegetation types, application rates for fertilizing, yard waste handling, erosion, native plants and xeriscaping.</li> <li>Enable landscapers to receive professional credits toward pesticide/herbicide re-certification by attending workshops.</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate workshops with NC Cooperative Extension Service.</li> <li>Provide credits for re-certification of pesticide/herbicide licenses.</li> <li>Develop Greenfield Lake property manager &amp; pesticide contact/ mailing list.</li> </ul>	HI	Ongoing-Spring	Storm Water Services NC Cooperative Extension Service NH Soil & Water Conservation District	-site -speakers -soil kits -workshop coordination & promotion (\$200)	X
<i>Attend neighborhood &amp; HOA meetings.</i>	<ul style="list-style-type: none"> <li>Property owners, HOA's, garden clubs, community groups, &amp; city parks staff interested in improving landscaping practices. (i.e. Sunset Park HOA, garden clubs, etc)</li> </ul>	<ul style="list-style-type: none"> <li>Educate audience about proper lawn care, soil testing, vegetation types, application rates for fertilizing, yard waste handling, erosion, native plants and xeriscaping.</li> </ul>	<ul style="list-style-type: none"> <li>Create Power Point presentation that is part of a packaged presentation for community groups.</li> <li>Possibly utilize volunteers to make community presentations.</li> </ul>	HI	Ongoing	Storm Water Services NC Cooperative Extension Service NH Soil & Water Conservation District CF River Watch	-power point presentation design -speakers -staff time -handouts (\$100)	X

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<b>LAWN CARE</b>								
<i>Lawn Care public service announcements (short PSA, static PSA, documentary)</i>	<ul style="list-style-type: none"> <li>Wilmington viewing &amp; listening area.</li> </ul>	<ul style="list-style-type: none"> <li>Simple PSA's about proper lawn care, soil testing, vegetation types, application rates for fertilizing, yard waste handling, erosion, native plants and xeriscaping.</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate message &amp; production with cooperating agencies and media.</li> </ul>	HI (for short & static PSA's)  LO (for documentary)	Ongoing	Storm Water Services  NC Cooperative Extension Service  NH Soil & Water Conservation District  GTV  Local TV & radio stations	-design time -\$2000 for production and air time	X
<i>Lawn Care &amp; Fertilizer Workshops at local garden stores/nurseries for Greenfield Lake citizens.</i>	<ul style="list-style-type: none"> <li>Lawn care consumers in the Greenfield Lake watershed &amp; the general population.</li> <li>Lawn &amp; garden store salespersons (Home Depot, Lowe's, Pearsall's Cross Seed, Coastal, Transplanted Garden, etc).</li> </ul>	<ul style="list-style-type: none"> <li>Educate property owners about proper lawn care, soil testing, vegetation types, application rates for fertilizing, yard waste handling, erosion, native plants and xeriscaping.</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate workshops with NC Cooperative Extension Service.</li> <li>Coordinate workshops with local lawn &amp; garden stores.</li> </ul>	MID	Ongoing-fall/spring	Storm Water Services  NC Cooperative Extension Service  NH Soil & Water Conservation District	-host store -soil kits -native plant giveaways -handouts -workshop coordination & promotion (\$700)	X