

Conservation

- I. **Pollutant of concern/issue (what and why)** – excess runoff contributes to flooding and facilitates transport of pollutants to our streams; conserving water reduces runoff and conserves energy
- II. **Audience (who):** homeowners, youth
- III. **Resources** – lists available media, articles, and programs posts that specifically address the concern and are tied to stormwater (water quantity or quality). References and resources are included with the articles and posts. These are also compiled in Section IV with other relevant reference materials.

SOCIAL MEDIA and ARTICLES			
Season	Artl	Title/Description	Social Media Content
Sp/Su		Fix the Faucets <u>TM:</u> Leaky faucets waste water and energy	<p>Think that little leak doesn't matter? Think again. Leaks are costly. They waste energy because of the additional cost to treat and deliver drinking water to our homes. They waste water resources because they diminish water supplies in rivers, lakes, and streams. Ample water supplies are critical for recreation, drinking water treatment, and wildlife survival. Keep your home leak free by repairing or replacing leaking faucets, toilets, and piping.</p> <p>To learn more about water conservation and ways you can increase your water savings, check out the following resources:</p> <p>Link to the USGS website drip calculator: https://water.usgs.gov/edu/activity-drip.html</p> <p>HENV 601 Saving Water at Home</p> <p>HENV 704 Saving Water Saves Energy: Tips for Conserving Water at Home</p> <p>EPA WaterSense program website: http://www3.epa.gov/watersense/index.html</p>
Su	X	Water Wisely <u>TM:</u> Overwatering wastes water and can damage turf	<p>Water makes up 80-90% of turfgrass mass. Your grass is telling you it needs additional water inputs if you leave footprints in the lawn. This is a sign of wilt. If you supplement with irrigation, water your lawn until puddles form on the soil surface. Allow the soil to dry until the grass reaches the wilt point before watering again. This will encourage deep root systems and stronger plants that will require less watering over time.</p> <p>For more conservation tips, check out the following Extension publications:</p> <p>AGR-115 Irrigation Tips to Conserve Water and Grow A Healthy Lawn</p>

			<p>HENV-601 Saving Water at Home And the EPA WaterSense webpage on outdoor water use: https://www.epa.gov/watersense/outdoors</p>
Sp, F		<p>Plant for Pollinators TM: Native plants reduce fertilizer use and watering and encourage pollinators.</p>	<p>Tired of trying to keep the grass green? Consider converting part of your lawn to a native plant garden for pollinators. Native plants are adjusted to our environmental conditions so they require no fertilizer, have few pest issues, and rarely need watering. This conserves our drinking water supply and reduces runoff of chemicals into the environment. Once established you will have a low maintenance garden that provides habitat for pollinators and hours of entertainment for you and your family.</p> <p>References and Resources: Link to bee friendly trees and shrubs: https://entomology.ca.uky.edu/files/bee_friendly_shrubs_and_trees_handout.pdf FOR-98: Attracting Butterflies with Native Plants http://www2.ca.uky.edu/agcomm/pubs/for/for98/for98.pdf Kentucky Pollinator Handbook https://efotg.sc.egov.usda.gov/references/public/KY/KPH5a.pdf</p>
Sp,Su	X	<p>Intercept and Infiltrate TM: Reduce runoff by capturing rainwater and encouraging infiltration.</p>	<p><i>Go green infrastructure</i> to reduce stormwater runoff and improve water quality. Consider installing a rain barrel or a landscape feature like a rain garden or bioswale to intercept stormwater runoff and encourage infiltration.</p> <p>References and Resources: HENV-205: Residential Raingardens http://www2.ca.uky.edu/agcomm/pubs/HENV/HENV205/HENV205.pdf AEN-118: Managing Stormwater Using Low Impact Development (LID) Techniques http://www2.ca.uky.edu/agcomm/pubs/AEN/AEN118/AEN118.pdf</p>
Sp,Su	X	<p>Build A Barrel TM: Rain barrels conserve water in your landscape.</p>	<p>Looking for a weekend project? Consider building and installing a rain barrel. Rain barrels are an inexpensive way to conserve water in your landscape. They capture rainwater from the roof and store it for later use. Harvested rainwater can be used to water your yard and flower beds or clean your lawn tools. This conserves drinking water and lowers your water bill. By capturing rainwater, you also reduce the amount of stormwater runoff entering our waterways.</p>

			<u>References and Resources:</u> HENV 201: Building a Rain Barrel http://www2.ca.uky.edu/agcomm/pubs/henv/henv201/henv201.pdf Link to video: DIY Rain Barrel Build https://www.youtube.com/watch?v=sKC8wJU_Uvo

Sp=spring, Su=Summer, F=Fall, W=winter; TM=target message

PROGRAMS		
<i>Saving Water at Home</i>		
I. Pollutant of concern (what and why)	Excess runoff introduces pollutants to streams and wastes energy	
II. Target audience (who)	Homeowners, 4-H clubs/school programs	
III. Tailor the message/materials to audience (how to deliver)	Goal: To decrease stormwater runoff and energy use for water treatment and transport through conservation. Objectives: <ol style="list-style-type: none"> 1. Increase awareness of the water cycle 2. Understand the importance of conserving water 3. Increase knowledge of water conservation practices used at home and in emergency situations 4. Implement one or more water conservation practices 	Presentations: Saving Water at Home (ppt) Surveys: Pre-Post survey Follow-up Survey Data: NA Articles/Brochures: Water Wisely Social Media: Water Wisely Fix the Faucets Videos/Flyers: NA Publications: HENV-601 Saving Water at Home HENV 704: Saving Water Saves Energy:

		<p>Tips for Conserving Water at Home AGR-115: Irrigation Tips to Conserve Water and Grow A Healthy Lawn</p> <p>Faculty Resources: Brad Lee Rick Durham</p>
<p><i>See the Rain Barrel and Rain Garden Program Folders for Additional Conservation Programming Ideas</i></p>		

IV. References and Other Resources

Publications:

HENV 201: Building a Rain Barrel

HENV 205: Residential Raingardens

HENV 601: Saving Water at Home

HENV 704: Saving Water Saves Energy: Tips for Conserving Water at Home

AGR-115: Irrigation Tips to Conserve Water and Grow A Healthy Lawn

AEN-118: Managing Stormwater Using Low Impact Development (LID) Techniques

FOR-98: Attracting Butterflies with Native Plants

HO-121: Ecosystem Services of Landscape Plants: A Guide for Consumers and Communities

Videos:

DIY Rain Barrel Build https://www.youtube.com/watch?v=sKC8wJU_Uvo

Other:

Link to the USGS website drip calculator: <https://water.usgs.gov/edu/activity-drip.html>

EPA WaterSense program website: <http://www3.epa.gov/watersense/index.html>

Link to bee friendly trees and shrubs: https://entomology.ca.uky.edu/files/bee_friendly_shrubs_and_trees_handout.pdf

Link to Kentucky Pollinator Handbook <https://efotg.sc.egov.usda.gov/references/public/KY/KPH5a.pdf>

Home and Garden Information Center – CLEMSON <https://hgic.clemson.edu/factsheet/an-introduction-to-bioswales/>

Link to 40 Gallon Challenge website and online pledge: <https://40gallonchallenge.org>

V. Faculty Resources

Brad Lee

Carmen Agouridis

Rick Durham
Amanda Gumbert
Ashley Osborne

VI. **For MS4 Communities.** The following are examples of potential measures/evaluation methods to be used if working with the MS4 coordinator on a water conservation program.

MCM1: Public Outreach

Number of educational materials developed and distributed (emails, print, website, social media/reach or followers)

Number of events, attendance, and engagement

Number of PSAs, articles or press releases

Number of homeowners attending educational workshops

Number of partnerships established with community organizations

Number of partnerships established with local businesses

MCM2: Public Participation (examples of potential measures)

Number of participants responding to surveys

Number of participants installing a water conservation feature in their landscape

Number of participants installing a WaterSense fixture or appliance in their home

Number of likes/shares or other responses to media