

No P On My Lawn

| PROGRAM – No P On My Lawn | |
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| I. Pollutant of concern (what and why) | Nutrients – targeting P. Most KY soils have plenty of P. P additions increase the risk to introduce P into stormwater runoff and contribute to nutrient pollution in our waterways. |
| II. Target audience (who) | Homeowners and lawn care companies |
| III. Message and delivery | <p>Goal: Reduce nutrient pollution.</p> <ol style="list-style-type: none"> 1. Objective 1: Increase awareness of issues associated with excess nutrient application 2. Objective 2: Increase knowledge of sources of nutrient pollution. 3. Objective 3: Increase understanding, application and use of soil tests. 4. Objective 4: Increase knowledge of nutrient best management practices and application of the 5 R approach to nutrient management. <p>BMP: Conduct public education campaign on nutrients in stormwater runoff; host workshops on nutrient reduction for homeowners. Message will be delivered through print and electronic media, workshops, and events</p> |
| | <p>Presentations:</p> <ul style="list-style-type: none"> No P for Homeowners (annotated ppt) Nutrient Management and Turf (for homeowners) Green Certification for Lawn and Landscape Professionals (ppt) Tri-fold poster (24x36 panels) 11x17 format of tri-fold <p>Surveys:</p> <ul style="list-style-type: none"> Current homeowner practices Pre-Post survey (Surveys also available in Qualtrics) <p>Data: Soil test data by county</p> <p>Articles/Brochures:</p> <ul style="list-style-type: none"> No P Exclusive Trifold brochure <p>Social Media:</p> <ul style="list-style-type: none"> No P On My Lawn Don't Over-fertilize <p>Videos: NA</p> |

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| | <p>Flyers: No P On My Lawn Training for MGs</p> <p>Publications: HENV-402: Water Quality and Nutrient Management at Home</p> |
| | <p>Other Related and Relevant Resources</p> <p>(AGR-1) Lime and Nutrient Recommendations</p> <p>(AGR-212) Fertilizing your Lawn</p> <p>Social Media/Articles: see Stormwater General (Algal Blooms and Soil Test)</p> <p>Presentations: see Stormwater General for presentations on Stormwater and Soil Tests and Stormwater and Urban Landscapes</p> |
| | <p>Faculty Resources:</p> <p>Brad Lee</p> <p>Rick Durham</p> <p>Josh McGrath</p> |
| IV. Measure the program | <p><i>Note: These would be developed in collaboration with the MS4</i></p> |
| <p>A. Evaluation Method</p> <ol style="list-style-type: none"> 1. public reporting 2. Inspection results 3. Infrastructure clean out frequency 4. Visual assessment 5. street sweeper/collection amounts 6. water sampling 7. Public survey 8. Stakeholder and collaborators 9. Public participation | <p>MCM1: Public Outreach (<i>examples of potential measures</i>)</p> <p>Number of educational materials developed and distributed (emails, print, website, social media/reach or followers)</p> <p>Number of PSAs, articles or press releases</p> <p>Number of homeowners attending educational workshops</p> <p>Number of participants engaged at events</p> <p>Number of partnerships established with community organizations</p> <p>Number of partnerships established with local businesses</p> <p>MCM2: Public Participation (<i>examples of potential measures</i>)</p> <p>Number of survey participants in current practices in lawn care (establish baseline for homeowner behavior)</p> <p>Number of pre- and post-workshop surveys (assess change in level of knowledge and attitudes about P application)</p> <p>Number of soil tests</p> <p>Number of lawn care companies that reduced P fertilizer use</p> <p>Water sampling: (responsibility of MS4) they may look at nutrient loading to a stream segment prior to educational campaign and again at the end of the 5-year permit cycle</p> |
| B. Evaluation Frequency | Determined with MS4 (ex. annually, biannually, every 5 years) |
| C. Conduct Program and Evaluation | Program implementation |
| V. Reassess | Determine program effectiveness and what needs to change. |

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| VI. Maintain Documentation | <p>Will need to be done in collaboration with MS4. Examples of documentation include:</p> <ul style="list-style-type: none"> Contact log Sign-in Sheets Survey results Copies/images of media distributed Number of soil tests Requests on how to apply fertilizer or other nutrient application questions. |
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SOCIAL MEDIA and ARTICLES

| Season | Artl | Title/Description | Social Media Content |
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| SP,Su | X | <p>Don't Over-fertilize <u>TM</u>: Improperly timed and applied fertilizers increase risk of nutrient runoff to our waterways. (Article is an exclusive)</p> | <p>Excess fertilizer will not make your lawn healthier and can end up in our waterways. In the absence of a soil test, select fertilizers with no or low P & K, such as 46-0-0 or a turf type fertilizer. To learn more, contact the {County} Extension Office at [contact info].</p> <p>References and Resources: AGR 211: Calibrating Fertilizer Spreaders for the Home Lawn AGR57: Soil Testing: What It Is and What It Does Fact Sheet: Taking a Soil Sample for Horticulture Crops</p> |
| Sp/Su/F | | <p>No P On My Lawn <u>TM</u>: Most KY soils won't need P and excess P contributes to nutrient pollution.</p> | <p>Most Kentucky soils have plenty of phosphorus (P). In fact, many are so naturally rich in phosphorus that adding more increases the risk for polluting our waterways. Excess phosphorus promotes rapid and over abundant algae growth which disrupts ecosystems, harms wildlife, negatively impacts water recreation and may contain toxins that sicken people and pets. Conduct a soil test before applying fertilizer. When purchasing fertilizer look for "0" in the middle number.</p> <p>References and Resources: HENV 402: Water Quality and Nutrient Management at Home</p> |
| Other related media topics | | | |
| Any | | <p>Start with a Soil Test <u>TM</u>: take a soil test before applying fertilizer.</p> | <p>A soil test is a chemical analysis of your soil. It provides information so you can make an informed decision about how and when to apply nutrients or other amendments to meet the needs of your plants. Excess and improperly applied fertilizer will not benefit your plants and wastes money. This also increases the risk for fertilizer runoff to water bodies which degrades water quality.</p> |

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| | | | <p>Sample bags and instructions for collecting your samples are available at your local Cooperative Extension Service office.</p> <p>References and Resources: AGR57: Soil Testing: What It Is and What It Does Fact Sheet: Taking a Soil Sample for Horticulture Crops</p> |
| Sp, Su | X | <p>Algal Bloom Blues <u>TM</u>: Excess nutrients promote algal blooms in our waterways</p> | <p>Algal blooms are an overgrowth of algae due to the presence of excess nutrients in water. They degrade water quality because they decrease oxygen levels in water and limit light to plants that provide food and shelter for aquatic organisms. Some produce toxins that are harmful to people and pets. By reducing runoff of nutrients from your home landscape, you help reduce surplus nutrients in our waterways.</p> <p>References and Resources: HENV-402, Water Quality and Nutrient Management at Home. http://www2.ca.uky.edu/agcomm/pubs/HENV/HENV402/HENV402.pdf</p> |

Sp=spring, Su = summer, F=fall, W=winter, TM = target message