

MARKETING WATER QUALITY FRIENDLY SERVICES

Landscaping for Water Quality
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Is there a market for water quality-friendly landscaping services?

1. Look at some relevant studies and their conclusions
2. Think about applying those conclusions to specific markets
3. Capture some ideas for your own marketing plan

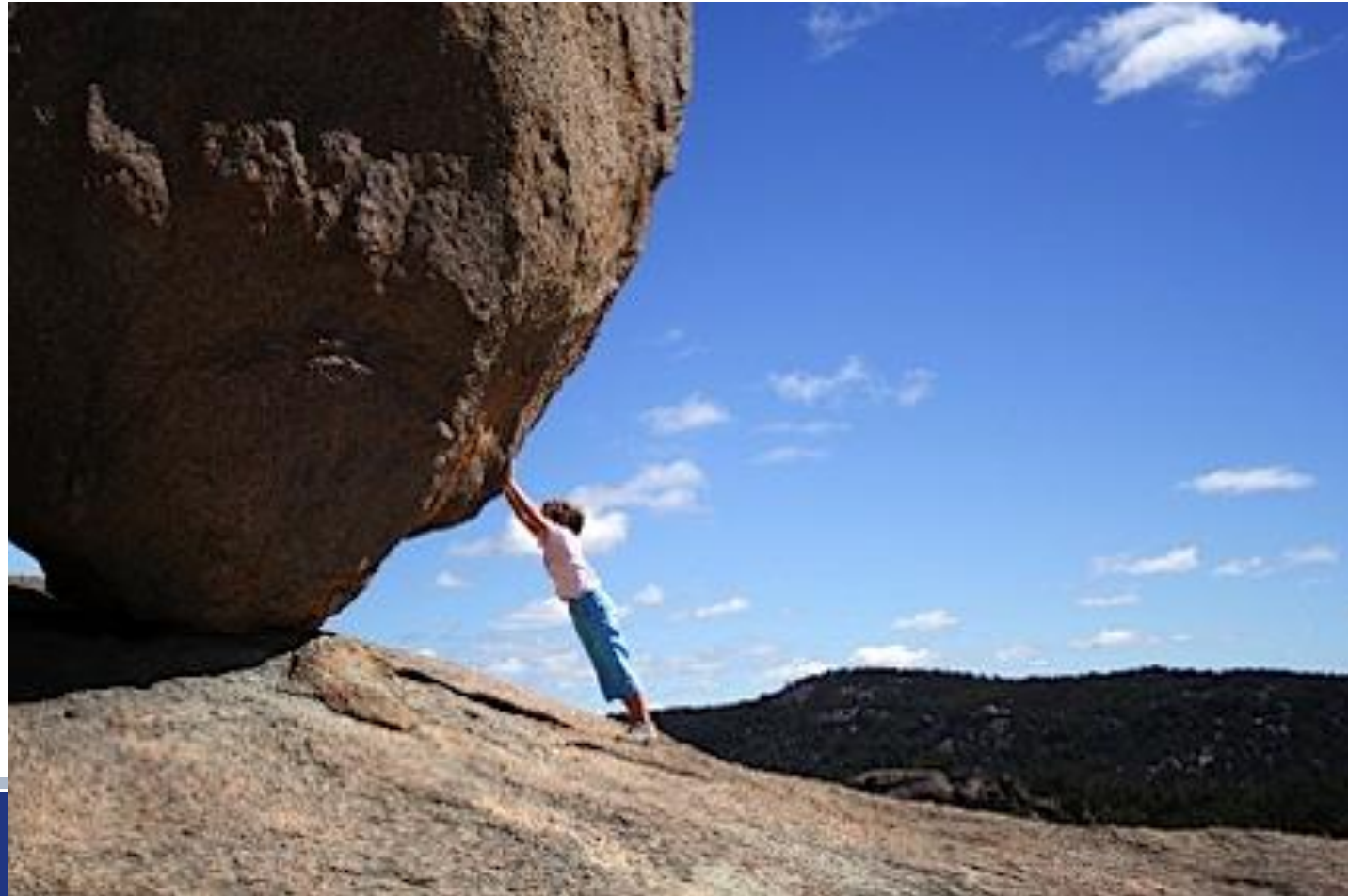
ON LAPTOP - PollEv.com/juliapeterson828

OR

ON MOBILE DEVICE - Text to 22333; enter
juliapeterson828

Behavior Is Complex

Changing Behavior is Very Challenging



Primary Influences on Behavior?



What Potential Clients Think, Feel And Do About Water Quality And Landscaping Issues

- Great Bay study

NH Citizens Value and Use Water in Many Ways – 2013

- New England study

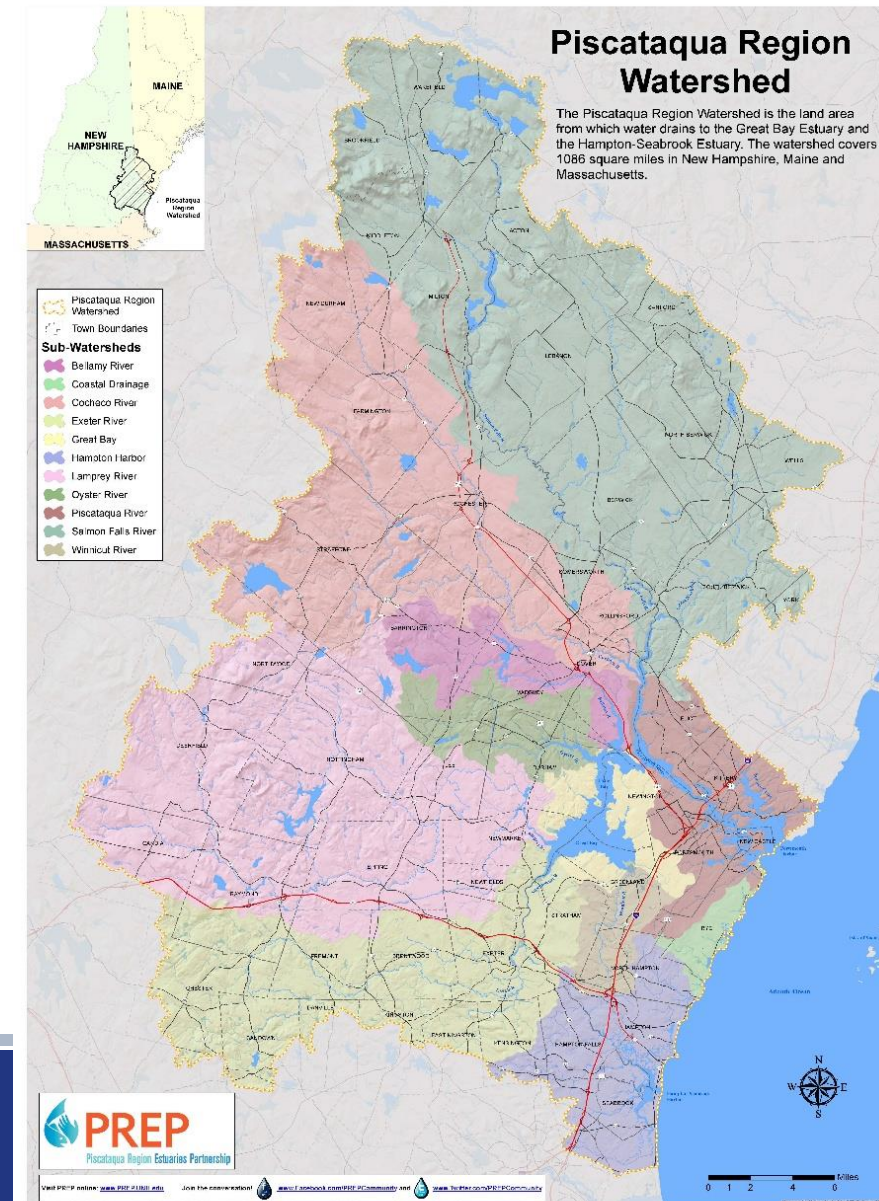
Changing Homeowner's Lawn Care Behavior to Reduce Nutrient Losses in New England's Urbanizing Watersheds – 2008

- Lake Ripley study

Understanding Barriers and Incentives to Building Rain Gardens - 2007

NH Citizens Value and Use Water in Many Ways – 2014

- Carried out by Plymouth State University and Piscataqua Region Estuaries Partnership (PREP)
- Funded by EPSCoR & PREP
- Surveyed **406** residents statewide with **310** Piscataqua Region residents in oversample
- 10 minute phone interviews



Key Findings – How NH Residents Use and Value Water

- A MARKET EXISTS
 - **90%** are concerned with the level of pollution in local streams, rivers, lakes and bays.
- RESIDENTS RECOGNIZE LAND-WATER CONNECTION
 - A majority of residents (**58%**) indicate that they know actions on their property can have an impact on overall water in the community.
- WATER QUALITY MATTERS
 - **80%** understand the connection between clean water resources and economic stability of their community
- THEY'RE WILLING TO ACT, especially if incentivized
 - **83%** agree that they would be willing to take action to reduce stormwater pollution, especially if it would keep water and sewer bills down.
- THEY'RE OPEN TO INCENTIVES
 - **86%** would support water friendly lawn campaign for discounts & coupons for home & garden stores & services

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

Green Grass & Clear Water
Water quality friendly lawn care and fertilizer recommendations for northern New England

According to a recent survey, it's likely that you and your neighbors believe having a lawn that is safe for the environment is very important.* However, some lawn care practices can create water quality problems. Excess nutrients (including nitrogen and phosphorus found in fertilizers) that run off our properties into local waterbodies can trigger algal blooms that cloud water and rob it of oxygen.

Many of us enjoy the time we spend working on our lawns and are willing to try new practices as long as our lawns continue to look good.* Here are some easy practices for creating and maintaining a truly healthy lawn - attractive and safe for the environment.

For additional resources, please visit:
www.extension.unh.edu/Sustainable-Landscapes-and-Turf

Simple Recommendations for Every Lawn

- 1. Choose the Right Grass Seed**
 - Consider planting lawn areas to locations where grass will grow evenly and will be used for outdoor activities.
 - Choose grass varieties that require less maintenance. For northern New England, choose seed mixes with higher percentages of turf-type tall fescues, compact-type tall fescues and/or fine fescues. Choose mixes with smaller percentages of Kentucky bluegrass and/or perennial ryegrass.
 - In shaded areas, select shade-tolerant turf grasses like fine-leaf and tall fescues.
 - Up to 10% of total seed mix can be white clover to help fix nitrogen in soil naturally. Avoid clover if anyone in the household is allergic to bee stings.
- 2. Don't Overwater**
 - If irrigating, use only 1/2" of water per week is typically enough. Overwatering can lead to mold and leaching of contaminants into groundwater.
- 3. Test Your Soil**
 - Sometimes adjusting the soil pH or organic matter are the only treatments needed to improve a lawn. If the test results come back as acceptable but you have a problem, then check for other problems like poor drainage. Learn more at bit.ly/soil-test
- 4. Mow Smart**
 - Mow grass 2" or higher. Cut no more than 1/3 of the blade to encourage longer, stronger turf grass roots. Leave the clippage after mowing to provide a source of slow-release nutrients.

<http://seagrant.unh.edu>

Key Findings – Lawn Care Nutrient Practices in New England

- A MARKET EXISTS
 - Over seventy three percent (**73.3%**) agree or strongly agree that adopting environmentally friendly lawn care practices is important for improving water quality.
- RESIDENTS RECOGNIZE LAND-WATER CONNECTION
 - Linking the impacts of over-fertilization on water quality with a specific body of water is essential. Over seventy-nine percent (**79.4%**) of respondents rated that framing as important or very important when considering their own actions
- THEY'RE WILLING TO ACT
 - 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.
- APPEARANCE MATTERS
 - 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.

More Key Findings And Recommendations Using **Social Norms**: Potential Messages

- APPEARANCE MATTERS

- “Fitting in” is important to most respondents: **69.7%** agreed or strongly agreed that they want their lawn to look good enough to fit into their community

- WATER QUALITY MATTERS to the economy too!

- **30.5%** of respondents believe their work or business is economically dependent on the quality of their watershed

- ENVIRONMENT MATTERS

- When asked about what features of a lawn are most important, the most common response was that lawns be safe for the environment.

More Key Findings and Recommendations for Message Delivery

- TIMING MATTERS
 - Results (survey and interviews) indicate the timing of the messages is important, focus on when lawn care decisions are made or activities undertaken.
- PACKAGING MATTERS
 - 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.
- MESSENGERS MATTER
 - 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.
 - Media sources are not widely used or trusted.

Understanding Barriers and Incentives to Building Rain Gardens - 2007

- Carried out by University of Wisconsin Cooperative Extension and Lake Ripley Management Unit
- Focused on residents of Lake Ripley watershed in southern Wisconsin



Key Findings with Recommendations – Barriers and Incentives for Rain Gardens

- RESIDENTS RECOGNIZE LAND-WATER CONNECTION
 - Most residents recognized the link between rain gardens and water quality.
- BARRIERS EXIST, BUT ARE SURMOUNTABLE
 - Residents have some concern about expense, time and technical knowledge; some preference for lawn. [Help clients visualize gardens and help them feel they “fit in”.](#)
- WILLING TO ACT; INCENTIVES TO ACT
 - Predictors of intent to install – cost share; belief in AND value outcomes. [Offer cost share for plants \(i.e. discounts, coupons, partners\). Emphasize water quality, habitat and property value benefits as outcomes](#)
- SUBJECTIVE and SOCIAL NORMS MATTER
 - Significant predictor - degree to which respondents believed **significant others** would look favorably toward them installing a rain garden. [Engage friends, neighbors and family; Help host neighborhood promotions and community days.](#)

Applying learning to the business aspects



WARNING - The Seven Sins of Greenwashing

1. Sin of the Hidden Trade-Off
2. Sin of No Proof
3. Sin of Vagueness
4. The Sin of Worshiping False Labels
5. Sin of Irrelevance
6. Sin of the Lesser of Two Evils
7. Sin of Fibbing



sinsofgreenwashing.com - The Sins of Greenwashing : Home and Family Edition, 2010, TerraChoice (Underwriters Laboratory)

BUSINESS PLANNING: What's a reasonable objective for your work?

- A. Increase the number of **rain gardens** you install and/or maintain.
 - E.g. Set a target for number of rain gardens to install next season or target for maintenance contracts.
- B. Increase the number of **pervious pavement systems** you install and maintain (in place of impermeable patios or walkways).
 - E.g. Install (a target no.) of pervious pavement systems instead of impermeable patios or walkways.
- C. Increase the number of **waterfront properties** you provide water quality-friendly landscaping for.
 - E.g. Set a percentage increase for the number of waterfront properties you work with.
- D. Increase the number of **ecological landscapes** you design, install and/or maintain.
 - E.g. Target a number of projects that you will design, install or maintain using the water-quality friendly practices.
- E. Share what you are learning with others.
 - E.g. Share ideas about particular principles or practices you'd like to integrate into specific project designs.

5 Ps

- **People** – Who? Motivation? Barriers? Incentives?
- **Products and services** – What? Benefits to environment? Confidence?
- **Price** – Ability to control? Partner on cost incentives? Other incentives? Cost or other disincentives?
- **Place** – Can clients find you? What's their sense of place? Place as identity?
- **Promotion** – Best ways to reach clients? What's most appealing to them? Key messages and messengers?



Questions and Comments?



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