



Franklin Soil and Water Conservation District

Creating Conservation Solutions for Over 60 Years

Attachment A: 2018 City of Columbus Lawn Care Practices Outreach and Involvement Program Scope of Services

Franklin Soil and Water will develop and administer the *Get Grassy* lawn care program with City of Columbus and other Municipal Partners. In 2018, the District will:

1. Work with our partners for continued program development.
 - a. Engage with lawn care companies and program partners to ensure we receive feedback, and that their commitment continues to grow through the program development.
 - b. Cultivate relationships in the “green” industry with exhibitions and attendance at seminars and conferences including local tradeshow by the Ohio Turfgrass Foundation and the Midwest Green Industry Experience.
 - c. Partner with Columbus Public Health to distribute information during their lawn mower exchange program at N. Broadway Lowes and continue outreach at this location.

2. Create materials for distribution.
 - a. Utilize print materials to include a program flyer, pledge forms, and seasonal tip sheets.
 - b. Provide personalized “Seasonal How-To” cards for lawn care companies, featuring City of Columbus logos alongside theirs and the Districts’.

3. Communicate via website, social media and E-updates.
 - a. Update the program website (getgrassy.org) to provide additional material and information to existing and potential lawn care partners, City of Columbus residents and homeowners, and additional interested Franklin County residents.
 - b. Provide information and links to City of Columbus to add program information to their website.

- c. Employ social media and E-updates to provide videos and seasonally-appropriate messages and reminders, thereby keeping the City of Columbus and additional partners up-to-date in real time on developments.

4. Reach more residents and gain commitments with advertising and outreach

- a. Use our existing working relationship with local nurseries and garden centers to promote *Get Grassy!*
- b. Explore additional opportunities at big box stores.
- c. Provide paid program advertising in the Home and Garden section of the Columbus Dispatch.
- d. Target at least three community events in the City of Columbus where we believe homeowners concerned about lawn care will be present.
- e. Incorporate *Get Grassy!* into the Community Backyards programming with one course specifically focused on lawn care.
- f. Distribute educational information to at least 4,000 residents with 600 residents completing a pledge form.

5. Will measure participation and program effectiveness

- a. Paper and online pledges asking residents to commit to simple behaviors for better water quality as it relates to lawn care will be collected.
- b. Incentives will be provided (rain gauge, entry into lottery) for submitting pledges
- c. Website visits, data collection, materials distributed, participant surveys, and requests for additional information will be tracked to gauge level of participation in the program.

Get Grassy! Lawn Care Program Estimated Expenditures

Funding Request = \$32,000

FSWCD Contribution = \$9,500 Total Project Cost = \$41,500

Material and Supplies	Budget 2018
Consultant website management and creation of video	\$4,500.00
"Seasonal How-To" cards for lawn care companies and additional partners	\$2,000.00
Staff/consultant time for development of program flyers and additional literature	\$3,000.00
Total Materials Development	\$9,500.00

Program Outreach	Budget 2018
Paid advertising and press release	\$3,000
Community event promotion at 2 events	\$2,500
Staff time for coordinating messaging through social media, emails and information for utility billing.	\$2,000
Staff time for communication with lawn care companies, big box stores, including talking to employees about Stormwater.	\$12,000
Tradeshow exhibitions, registration for continuing education events, or additional outreach	\$3,000
Incentive rain gauges or other conservation prompts	\$2,000
Pledge management and surveys	\$5,000
Total Program Outreach	\$29,500

Program Development and Research	Budget 2018
Research, partner communications and future recommendations development	\$2,500
Total Program Development and Research	\$2,500
Total Estimated Expenditures	\$41,500