



Franklin Soil and Water
Conservation District
Creating Conservation Solutions for Over 70 Years

GET GRASSY!

Clean water by the yard.



Please Review Our 2021 Update

Remember last year? No? It's ok, we took notes:

In June, we staffed a [lawnmower exchange program](#) sponsored by Public Health, City of Columbus, and Lowe's Home Improvement and reached approximately 45 individuals with information about lawn care practices. (A freak wind gust sent flyers everywhere and almost got the tent airborne so we're sure even more people were reached!)

[Seasonal "How-to" cards](#) created and delivered for customers of the following Central Ohio companies: BioGreen, One Call Lawn Care, Mutters Lawn Care, and Davey Resource Group. Each received 1075 cards, with exception of One Call who received 535.

Our [Lawn care brochure](#) edited and reprinted in August. In mid-September, (13) Chamber of Commerce businesses were contacted with phone call and letter. Thank you Scott Cooper of [Lawn Doctor](#) for signing on!

October Backyard Conversation e-newsletter featured "Fall Leaf

Management and Composting”. [Leaves are a significant source of phosphorus to urban stormwater.](#)

Sent marketing and outreach materials to [TruGreen](#) for review at regional level. Thanks to Trugreen for reaching out to discuss wider information sharing and support!

We attended the [Ohio Turfgrass Foundation Tradeshow](#) on December 7-9, 2021 at the Convention Center.

In mid-December, [OSU SENR](#) Capstone projects team reviewed lawn care marketing materials and website and provided feedback for improving message delivery and the pledge.

Posts about lawn care garnered over 14,000 views on our [social media outlets](#).

We hope to resume in-person events this year. Residents received a rain gauge, bamboo plant stake, seasonal tip sheet, and entry into a gift card drawing. We received 116 online pledges at [getgrassy.org](#), with following breakdown:

Bexley*	0
Columbus*	81
Dublin*	3
Gahanna	1
Grandview Heights	1
Grove City*	5
Hilliard*	2
Townships (FC-UI)*	13
Upper Arlington*	3
Westerville	3
Worthington	4
Total Participants:	116

*Lawn care supporting grant communities

If you got this message, you're one of our partners!

Partners Participate Free of Charge. They include business, environmental groups, and local government in central Ohio. Materials may be customized with your logo and other information you'd like to communicate - anything from anti-littering messaging to reminders of local ordinances- and can be set out for display at community centers/public areas, or delivered to residents with utility mailers or by public service staff.

We briefly introduced a blade-sharpening incentive to the program in 2021. We didn't see the results we wanted, so we are continuing to explore incentives that get people excited about proper lawn care.

SHARP BLADES FOR SHARP PEOPLE

Healthy lawns have deeper root systems, drought and disease tolerance, and are better for water quality.

TAKE PLEDGE
TO RECEIVE DISCOUNT

Visit getgrassy.org to learn more & receive free gift



GET GRASSY!

Clean water by the yard.

Thank You For A Great Year!

Click here to view all of our available resources

Visit our Website

Franklin Soil and Water Conservation District | (614) 486-9613 | www.franklinswcd.org



STAY CONNECTED
to your Soil and Water District!

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