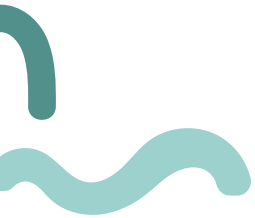




# Public Engagement Project

Grace Avalos  
MEES718K



# Neighborhood Walk!

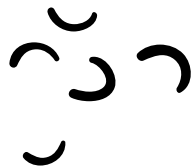
The plan is to have myself and a group of Frostburg homeowners gather and do a tour of the neighborhood and each of their lawns. They could walk me through their maintenance routine while I am asking questions and giving input!



# What would this look like?

1. Everyone meets at a designated home in Frostburg, our starting point
2. Go around introducing ourselves, how long we've been in frostburg, etc
3. Admire the lawn in front of us! (Should be a pollinator-friendly lawn)
4. Then we go around walking to whoever volunteers to share their lawn!
  - a. Might need someone to act as plant..
5. Share facts about pollinators along the way / point out any and what they do
6. Ask about their routine/habits, how much effort they put into it
7. Ask questions and offer input!
8. Show pictures of other lawns
9. Repeat with each member as time allows.

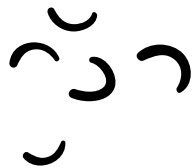




# Goal of PES

Reduce the impacts of “lawn-culture” on native pollinators, which involves reducing nitrogen depositions on by the use of excess fertilizers, along with increasing the availability of native forbs.

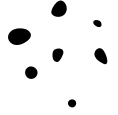




# My Audience

Middle or low-income western MD homeowners who care about maintaining their lawn





# Characteristics

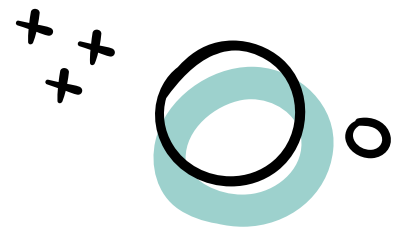
## Connecting Characteristics

- Care about their community/neighborhood
- Care about appearance and presentation
- Care about their property value\*

## Challenging Characteristics

- Care abt being in control of their land/space
- Care about how others perceive their lawn
- Might be within a HOA that enforces certain protocols

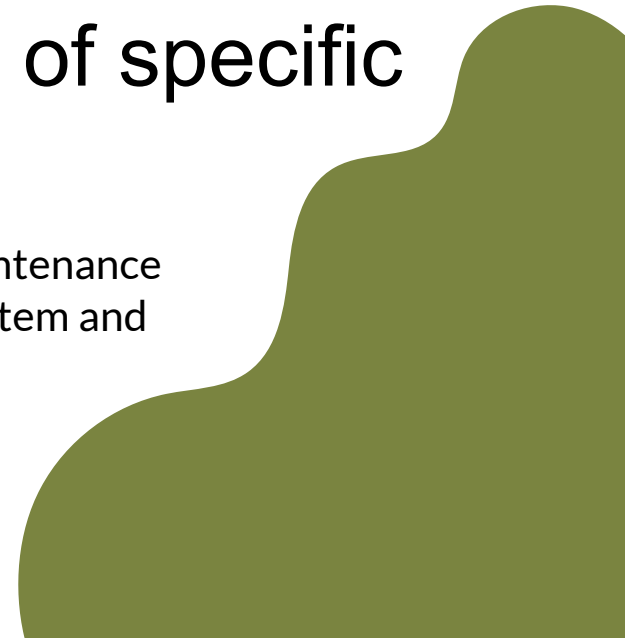




# First Outcome

Audiences know or are aware of specific science information.

I want my audience to know how different forms of lawn maintenance affect pollinators, and in turn affect their surrounding ecosystem and community.

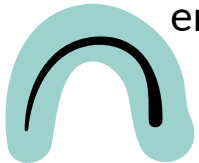


# Tactics for this Outcome



Describe how  
Pollinators help  
community

Lets lawn-owners know how  
pollinators affect their  
neighborhood and  
environment.



Point out  
pollinators that are  
potentially helping

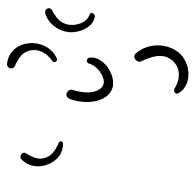
Shows lawn-owners real-life  
examples of pollinators  
helping their community



Show pictures of  
lawns supported by  
pollinators

Shows that  
pollinators really do have the  
potential to help their  
lawns/gardens.





# Second Outcome

Audiences believe scientists are motivated by a desire to help society.

I don't want my audience to think that scientists want to use their land / property for their own research and needs; I want audiences to know that we want to support their lawns and greater community / neighborhood as a whole.



# Tactics for this Outcome



Showing lawns of fellow scientists

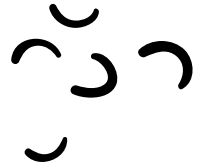
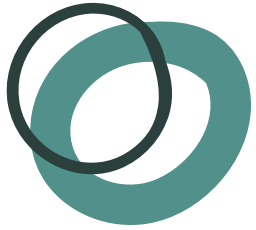
Shows that scientists have the capacity to care about the same things they do; that scientists also enjoy having nice lawns and gardens in their community.



Offer complimentary Nitrogen testing

Shows that I'm willing to contribute my knowledge and assistance to further their lawn, and I don't want to mess with their lawn for my own gain.



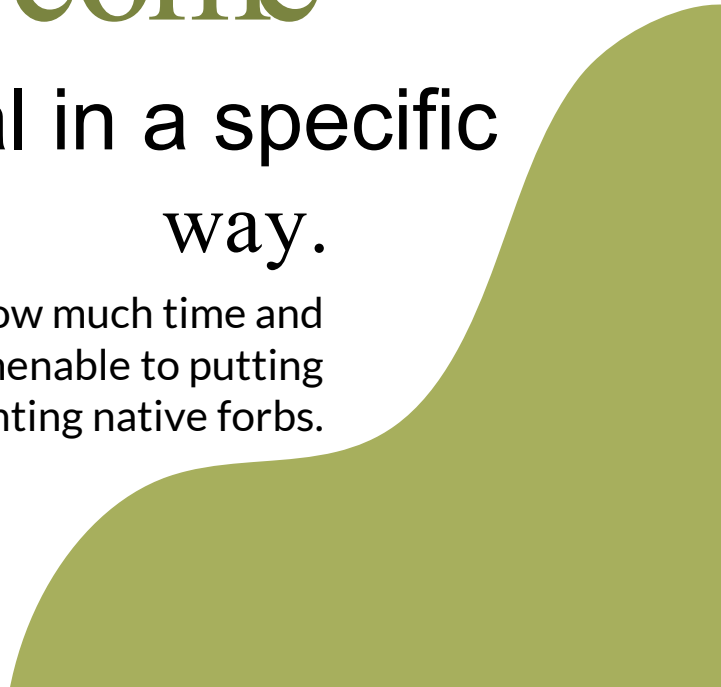


# Final Outcome

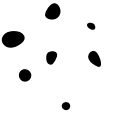


Audiences frame your goal in a specific way.

If audiences framed my goal in a way that considers how much time and effort they're putting into their lawn, they might be amenable to putting those resources to work elsewhere, i.e. planting native forbs.



# Tactics for this Outcome



Ask to describe their lawn maintenance habits

They might realize that it's a lot than they thought when laid out altogether and might see that it would be better to have less nitrogen in an economical sense.



Show them to point out difference between two lawns

They might see that the opposing lawn, with no extra nitrogen or unnecessary spending might be  $\geq$  appealing than a lawn with comparable levels of nitrogen to their own.





Questions?