

STRATEGY: EXPANDED USE OF ALTERNATIVE LANDSCAPES			
Targeted Audience	Message/Desired Behavior Change	Delivery Mechanism	Partners/**Lead
ALL	<p>JUST SAY "YES" - DO IT ! THE RIGHT THING TO DO:</p> <ul style="list-style-type: none"> - absorbs nutrients, including P - controls erosion - stabilizes streambanks and shorelines - protects and enhances water quality - it's aesthetically pleasing - protects wildlife habitat and migration routes - preserves our botanical heritage - enhances biological diversity - minimizes impacts of nuisance wildlife <p>Low maintenance landscape - economical over time Implement pilot projects utilizing alternative landscape</p>	<p>Educational brochure on why important to seller and to user - describe ways to reduce P Provide records of alternative landscaping recommended and installed</p> <p>Pilot MSU Turfgrass Environmental Stewardship Program in Kalamazoo Watershed Workshops, conferences and outreach programs</p>	<p>MSU - WMU Kalamazoo River Watershed Council Local 319 watershed groups Phase II communities NRCS - Conservation Districts - RC&D MDEQ - MDNR - MDOT USEPA - State Legislature Local elected boards - Local agencies Turf managers - golf course personnel Environmental groups - other non-profits Professional and business organizations KNC (Community Wildlife Program) Wild Ones Southern MI Prescriptive Fire Council Consultants - Planners Michigan Townships Association</p>
Suppliers:			
Landscape architects Landscapers Home builders and developers	Create and recommend site designs incorporating alternative landscaping, which will minimize storm water runoff and associated pollution (eg: buffer strips, rain gardens, encourage infiltration, etc.) Encourage "low impact" development	Local land use ordinances, site plan reviews and planning commissions. Financial incentives through trading opportunities.	
Nurseries	Produce, stock and promote the use of native landscaping materials	Promotional incentives.	
Lawn and garden retailers, including chain stores	Stock and promote the use of native landscaping materials	Promotional incentives.	

End users:			
Local and state parks & recreation departments Educational campuses Corporate campuses Golf courses Nature centers MDOT Federal government	Create and recommend site designs incorporating alternative landscaping, which will minimize storm water runoff and associated pollution (eg: buffer strips, rain gardens, encourage infiltration, etc.) Review properties for opportunities to convert to alternative landscape schemes. Install and maintain alternative landscapes. Enact pilot program.	Incorporate alternative landscaping into exiting grants, and into master planning. Restructure budget and/or funding strategies Seek grants supporting educational aspects Internet resources - web sites	
Homeowners	Review properties for opportunities to convert to alternative landscape schemes. Install and maintain alternative landscapes which will minimize storm water runoff and associated pollution (eg: buffer strips, rain gardens, encourage infiltration, etc.) Install cooperative demonstration projects within neighborhoods.	Educate landowners on advantages and advisability of alternative landscaping Seek grants supporting educational aspects Internet resources - web sites Cooperative neighborhood demonstration projects. Conservation District planning assistance. "Alternative Landscaping" planting packets.	
Decision makers:			
Elected officials	Enact ordinance to permit/encourage alternative landscapes in new and existing developments. Review publicly owned properties for opportunities to convert to alternative landscape schemes. Install and maintain alternative landscapes Enact pilot program	MSUE Citizen Planner Program Model ordinance and administrative strategy. Education/Demonstration projects Education and training to staff - workshops.	
Administrators - includes park & recreation, road commission and planning departments	Promote ordinance to permit/encourage alternative landscapes in new and existing development Review publicly owned properties for opportunities to convert to alternative landscape schemes. Install and maintain alternative landscapes. Enact pilot program	MSUE Citizen Planner Program Model ordinance and administrative strategy. Education/Demonstration projects Education and training to staff - workshops.	

Educators:			
Colleges & universities	Develop and offer curriculum units, outreach and assistance programs on the benefits of alternative landscaping. Host and conduct workshops and similar programs. Assist with pilot and education/demonstration programs	Guest lecturers, visiting scholars. Field trips - field days. Internships and volunteers. Teacher training.	
K-12 institutions, including regional math and science centers and intermediate school districts	Incorporate benefits of alternative landscaping into curriculums.	Field trips - field days Internships and volunteers. Teacher training.	
Nature centers, parks and other non-profit organizations	Develop and offer outreach and assistance programs on the benefits of alternative landscaping. Host and conduct workshops and similar programs. Assist with pilot and education/demonstration programs Review properties for opportunities to convert to alternative landscape schemes. Install and maintain alternative landscapes., which will minimize storm water runoff and associated pollution (eg: buffer strips, rain gardens, encourage	Field trips - field days Internships and volunteers. Teacher training.	