



O'SULLIVAN COMMUNICATIONS
Ashumet Plume Citizen's Committee Watershed Study
November 2002

What's Inside
Methodology 2
Research Findings 3
Verbatims 13

Prepared for:
O'Sullivan Communications
Ashumet Plume Citizen's Committee

By Delahaye Medialink:
Bruce Aube
baube@delahayemialink.com
www.delahayemialink.com
T: 603.431.0111x133
F: 603.431.0669

Offices in the United States: Norwalk, Connecticut; Portsmouth, New Hampshire
European Headquarters: London, United Kingdom
Partners in: Australia, Hong Kong, Japan, Latin America, New Zealand, South Africa, Turkey

METHODOLOGY

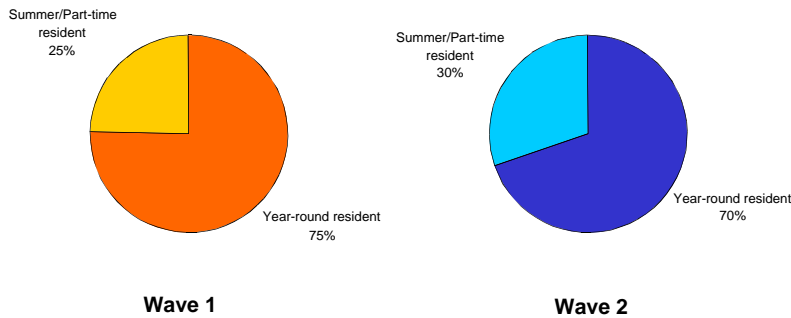
The objective of this research study was to evaluate Falmouth residents' level of awareness and perception of using nitrogen-rich lawn fertilizer and its affect on local watersheds. Delahaye Medialink, and the Town of Falmouth, designed the research instrument to meet this objective. Two waves of research were conducted in order to determine the effectiveness of the Falmouth Friendly Lawn campaign. The first wave was conducted prior to the start of the Falmouth Friendly Lawn campaign (February and March, 2002) and the second in October 2002. The survey consisted of both closed- and open-ended questions, as well as a number of rating scales. The survey was administered by first class mail to a list of 6,809 Falmouth residents. Respondents were offered the opportunity to enter a drawing for one free Bose® Wave® Radio as an incentive to respond.

A total of 1185 questionnaires were collected and included in the first wave of research, representing an effective response rate of 17.4%. The second wave yielded 894 questionnaires, representing a response rate of 13.1%. All open-ended questions were coded into categories and entered into a statistical database. Analysis consisted of a complete set of statistical cross-tabulations. Statistical testing based on a 95 percent confidence interval was implemented to analyze any differences in respondent sub-populations.

Seven Out Of Ten Respondents Described Themselves As A Year-Round Resident Of Falmouth

Seventy percent of respondents described themselves as a *year-round resident* of the town of Falmouth.

Standing as a Falmouth taxpayer



Average number of months summer/part-time residence is occupied: **Wave 1=4.57**
 *Average number of months was not asked in Wave 2 of the study

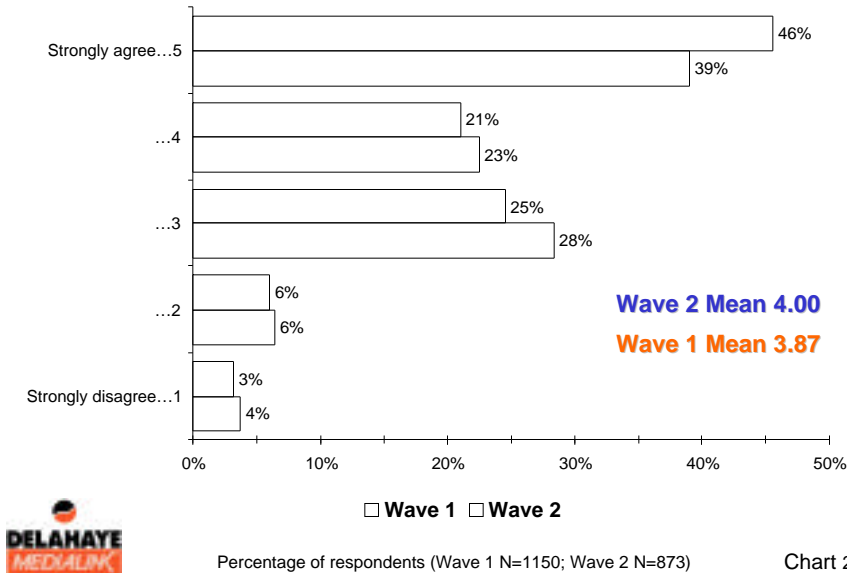
Percentage of respondents (Wave 1 N=1174; Wave 2 N=881)

Chart 1

Falmouth Residents Were More Likely To Agree That Chemical Fertilizers Leach Most Of Their Nitrogen In The Local Ground Water In October 2002 Than They Were In March 2002

Using a one-to-five scale, with **5** representing *strongly agree* and **1** representing *strongly disagree*, Falmouth residents were asked to describe their level of agreement with the statement, “Chemical fertilizers leach most of their nitrogen through our sandy soils into our ground water, ending up in our bays and ponds.” Two-thirds (66%) *agreed* with the statement, scoring **4** (21%) or the top score of **5** (46%). One-quarter (25%) said that they *neither strongly agreed nor strongly disagreed* with the statement, scoring **3**; less than one in ten (9%) *disagreed* scoring **2** (6%) or **1** (3%). The mean agreement with the statement, “Chemical fertilizers leach most of their nitrogen into our ground water, ending up in our bays and ponds,” was a strong **4.00** on the five-point scale, up significantly from the level of agreement demonstrated in the first wave of research conducted in March 2002 (**3.87**).

Agreement with the statement, “Chemical fertilizers leach most of their nitrogen through our sandy soils into our ground water, ending up in our bays and ponds” – Total



The following table illustrates the mean level of agreement with the statement by key subgroups.

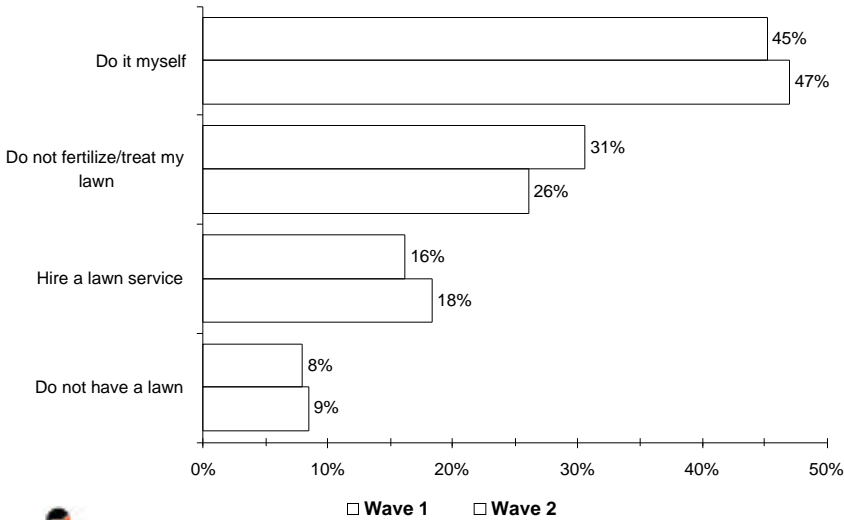
Subgroup	Mean agreement – wave 1	Mean agreement – wave 2
Use organic fertilizer	3.90	4.12
Use chemical fertilizer	3.39	3.51
Treat my lawn monthly	2.50	2.25
Treat my lawn 2-4 times a year	3.61	3.70
Treat my lawn once a year	3.80	4.08
Do not fertilize my lawn	4.35	4.39
Do not have a lawn	4.25	4.36
Hire a lawn service to treat my lawn	3.50	3.60
Treat my lawn myself	3.68	3.82

Close To Half

Of All Falmouth Residents Fertilize Their Lawn Themselves; Those Who Hire A Lawn Service Provider Are Likely To Ask How Frequently Their Lawn Is Fertilized

Close to half of all Falmouth residents surveyed (45%) stated that they *fertilize their own lawn*; only about one in six (16%) reported that they *hire a lawn service*. Nearly one in three (31%) said that they *do not fertilize or treat their lawn* while eight percent stated that they *do not have a lawn*. Findings reported in March 2002 were comparable to these findings.

Method by which lawn is fertilized/treated

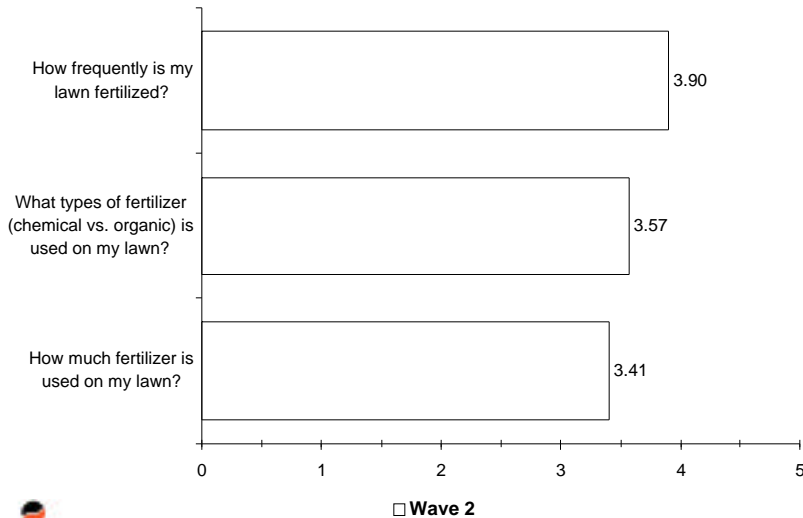


Percentage of respondents (Wave 1 N=1182; Wave 2 N=885)

Chart 7

Using a one-to-five scale, with **5** representing *very likely* and **1** representing *not at all likely*, those respondents who said that they hire a lawn service provider to fertilize their lawn were asked to describe the likelihood of asking their lawn service provider three questions. More than two-thirds of respondents said that they are likely to ask their lawn service provider *how frequently their lawn is fertilized (3.90)*. The majority also stated that they are likely to ask their lawn service provider *what type of fertilizer (chemical vs. organic) is used on their lawn (3.57)* and *how much fertilizer is used on their lawn (3.41)*.

Likelihood of asking lawn service provider the following



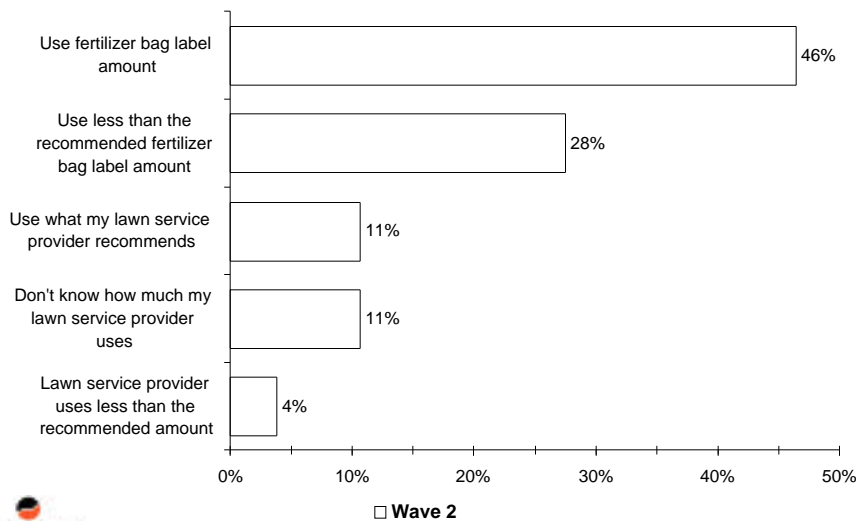
Of those who hire a lawn service to fertilize their lawn
 Five-point scale 5=Very likely, 1=Not at all likely
 *This question was not included in Wave 1 of the study

Chart 8

Falmouth Residents Who Fertilize Their Lawn Are Almost Twice As Likely To Use The Recommended Amount Of Fertilizer Than They Are To Use Less Than The Recommended Amount

Nearly half of all Falmouth residents surveyed who said that they fertilize their lawn (46%) said that they *use the amount of fertilizer recommended on the fertilizer bag* on their lawn; only about one-quarter (28%) stated that they *use less than the recommended fertilizer bag amount*. One in nine (11%) reported that they *use what their lawn service provider recommends* and the same percentage (11%) said that they *don't know how much fertilizer their lawn service provider uses*.

How much fertilizer respondent uses



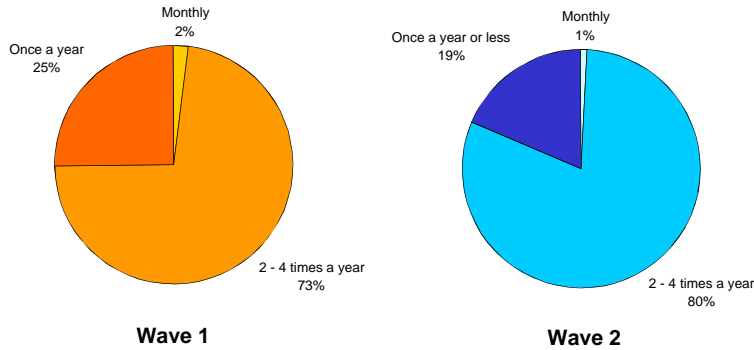
Of those who fertilize their lawn (N=528)
*This question was not asked in Wave 1 of the study

Chart 9

Two Out Of Three Falmouth Residents Who Fertilize Their Lawn Do So Less Than Three Times A Year

Less than one-third of all Falmouth residents surveyed who said that they fertilize their lawn (32%) reported that they fertilize their lawn more than twice a year. Of those respondents who stated that they fertilize their lawn two or fewer times a year, nearly half (49%) said that they do so *in the spring and fall only*, close to one-in-five (19%) said that they do so *once a year*, and less than one percent (0.2%) said that they fertilize their lawn *less than once a year*. Interestingly, those respondents who said that they fertilize their lawn themselves were significantly more likely to do so less than three times a year than those who hire a lawn service to fertilize their lawn. It should be further noted that those respondents who use chemical fertilizers tend to fertilize their lawn more frequently than are those who use organic fertilizers.

How often lawn is fertilized/treated



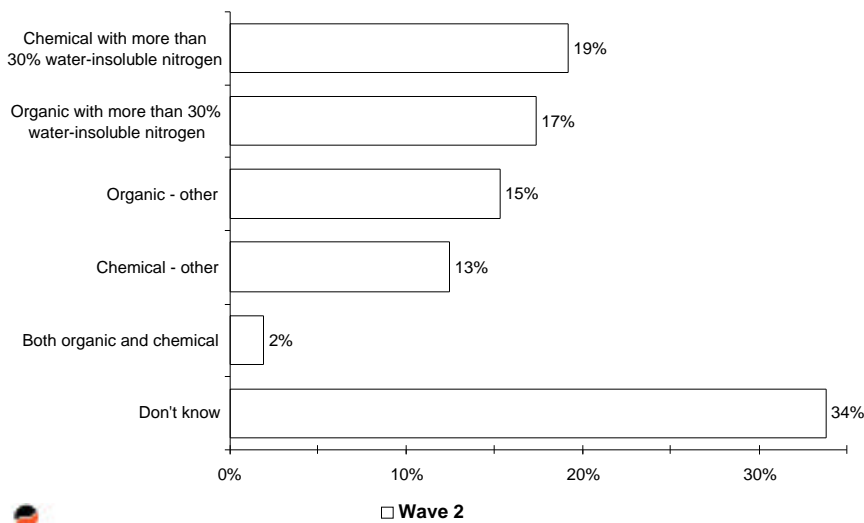
Of those who fertilize their lawn
(Wave 1 N=749; Wave 2 N=540)

Chart 10

One In Three Falmouth Residents Who Fertilize Their Lawn Do Not Know If Their Lawn Fertilizer Is Organic Or Chemical

About one-third of Falmouth residents who fertilize their lawn (34%) do not know if their lawn fertilizer is organic or chemical. One-third of respondents (33%) stated that they use *organic* fertilizer and a similar percentage (32%) said that they use *chemical* fertilizer. Not surprisingly, those respondents who hire a lawn service to fertilize their lawn were significantly more likely to not know what type of fertilizer they use (62%) as compared to those who fertilize their lawn themselves (24%).

Type of fertilizer used on lawn



Of those who fertilize their lawn (Wave 2 N=530)
*This question's was re-worded in Wave 2 of the study in order to provide more insight into the specific types of organic and chemical fertilizers being used

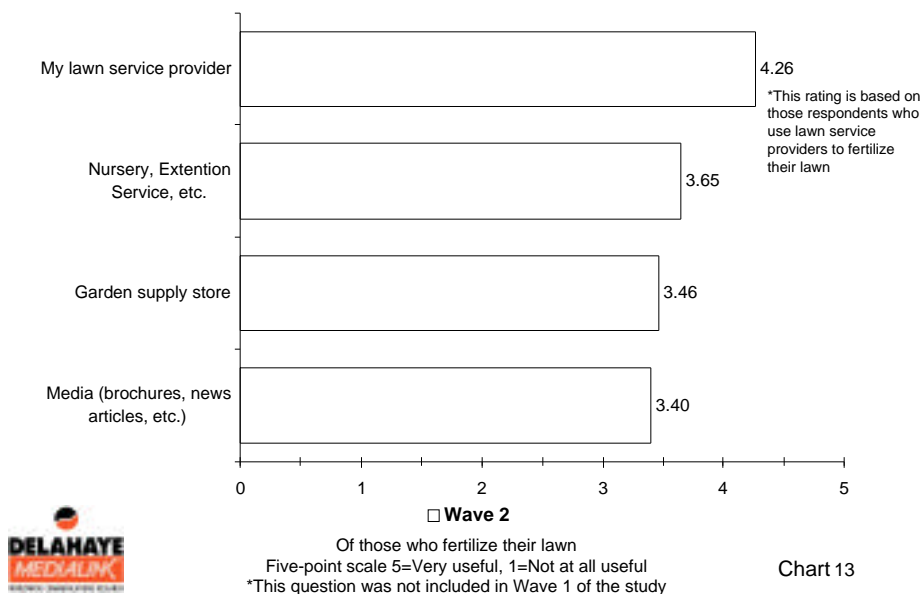
Chart 12

Falmouth Residents Who Hire A Lawn

Service Provider To Treat Their Lawn Believe That Their Lawn Service Provider Gives Very Useful Advice Regarding The Type Of Fertilizer To Use On Their Lawn

Using a one-to-five scale, with 5 representing *very useful* and 1 representing *not at all useful*, Falmouth residents surveyed who said that they fertilize their lawn were asked to describe how useful each of four information sources are in providing advice as to what type of fertilizer to use on their lawn. Close to two-thirds of respondents feel that *nurseries, extension services, etc.* (3.65) are useful in providing advice and a majority also stated that *garden supply stores* (3.46) and *the media (brochures, news articles, etc.)* (3.40) are useful information sources. However, those who hire a lawn service provider to treat their lawn feel that *their lawn service provider* (4.26) provides very useful advice with regard to what type of fertilizer to use on their lawn. Note that part-time Falmouth residents were significantly more likely to feel that garden supply stores are useful (3.69) than were full-time Falmouth residents (3.39).

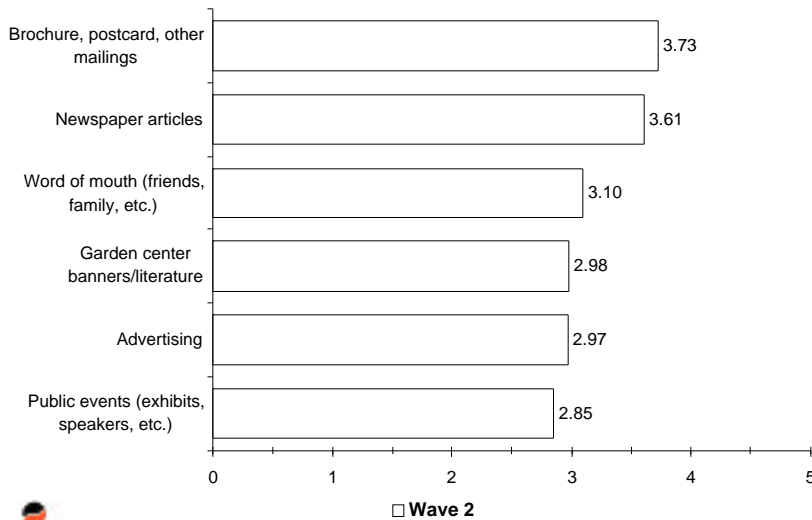
Usefulness of the following in providing advice as to what type of fertilizer to use on lawn



The Majority Of Falmouth Residents Feel That Mailings & Newspaper Articles Are Effective In Providing Helpful Information On Growing A Falmouth Friendly Lawn

Using a one-to-five scale, with 5 representing *very effective* and 1 representing *not at all effective*, Falmouth residents surveyed who fertilize their lawn were asked to rate the effectiveness of six communication vehicles in providing helpful information on growing a Falmouth Friendly Lawn. A clear majority of respondents believe that *brochures, postcards and other mailings* (3.73) and *newspaper articles* (3.61) are effective in providing helpful information. Respondents were as likely to find the following vehicles ineffective as they were to find them effective: *word of mouth* (3.10), *garden center banners/literature* (2.98), *advertising* (2.97) and *public events (exhibits, speakers, etc.)* (2.85).

Effectiveness of the following in providing helpful information on growing a Falmouth Friendly Lawn



Of those who fertilize their lawn
Five-point scale 5=Very effective, 1=Not at all effective
*This question was not included in Wave 1 of the study

Chart 14

The Majority Of Falmouth Residents Who Fertilize Their Lawn Are Much More Likely To Water Their Lawn Before 7AM Or After 7PM

Using a one-to-five scale, with 5 representing *much more likely* and 1 representing *much less likely*, Falmouth residents surveyed who fertilize their lawn were asked to cite, compared to last year, how much more or less likely they are to practice each of 10 activities with regard to lawn care. The following table illustrates the mean likelihood rating for each activity investigated.

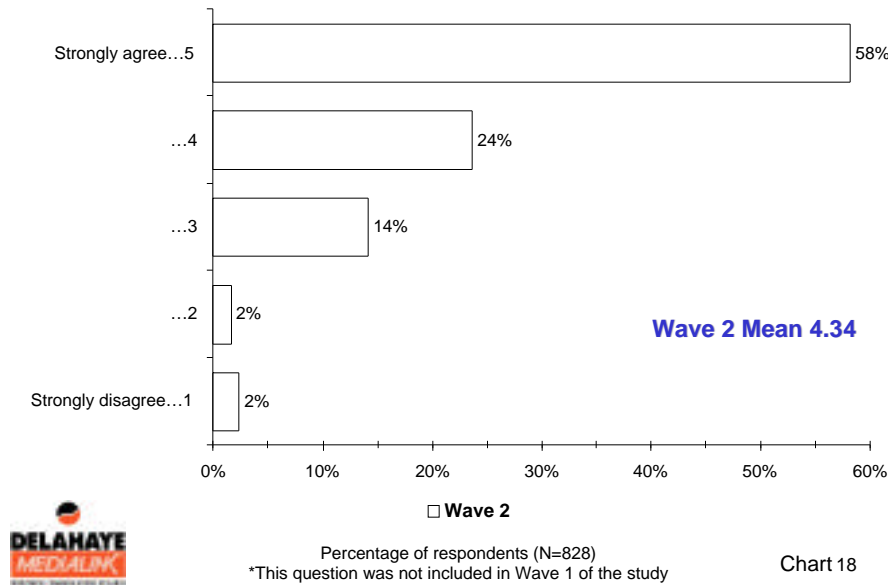
Activity	Mean likelihood
Water my lawn before 7AM or after 7PM.	4.16
Use organic or slow release (more than 30% water-insoluble nitrogen) fertilizer.	3.88
Set my mower to its highest cutting height.	3.88
Let clippings lie (save fertilizer, water, yard work).	3.84
Fertilize only in the spring and fall.	3.81
Sweep up fertilizer from hard surfaces.	3.73
Water my lawn only once a week (1" depth).	3.54
Plant Falmouth Friendly grasses such as fescues (which require less fertilizer).	3.53
Consider replacing some lawn areas with native plants (less fertilizer and maintenance).	3.29
Soil test to see how much fertilizer to use.	3.00

Falmouth Residents Are More Likely To Agree That Nitrogen Pollution Is A Serious Issue For The Town

Using a one-to-five scale, with 5 representing *strongly agree* and 1 representing *strongly disagree*, Falmouth residents surveyed were asked to describe their level of with three statements concerning

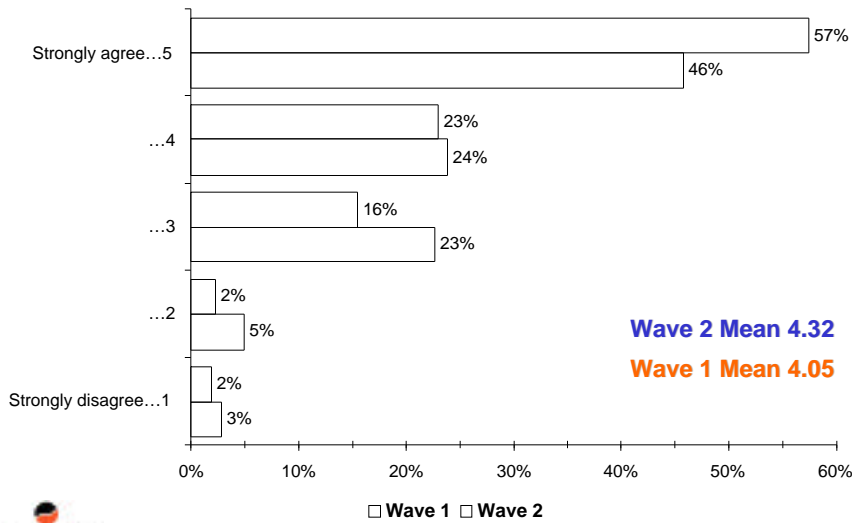
nitrogen pollution and the town of Falmouth. **Eighty-two percent** of respondents *agreed* with the statement, “*I can help reduce nitrogen pollution by adopting Falmouth Friendly Lawn care practices,*” scoring **4** (24%) or the top score of **5** (58%). Only 4 percent *disagreed*, scoring **2** (2%) or **1** (2%). The mean agreement with the statement, “*I can help reduce nitrogen pollution by adopting Falmouth Friendly Lawn care practices,*” was a favorable **4.34** on the five-point scale.

Agreement with the statement, “I can help reduce nitrogen pollution by adopting Falmouth Friendly Lawn care practices”



Four-out-of-five Falmouth residents surveyed (80%) *agreed* with the statement, “*Nitrogen pollution from chemical lawn fertilizers is a serious problem for Falmouth’s bays and ponds,*” scoring **4** (23%) or the top score of **5** (57%). Only 4 percent *disagreed* with the statement, scoring **2** (2%) or **1** (2%). The mean agreement score for the statement, “*Nitrogen pollution from chemical lawn fertilizers is a serious problem for Falmouth’s bays and ponds,*” was a high **4.32** on the five-point scale.

Agreement with the statement, “Nitrogen pollution from chemical lawn fertilizers, is a serious problem for Falmouth’s bays and ponds”

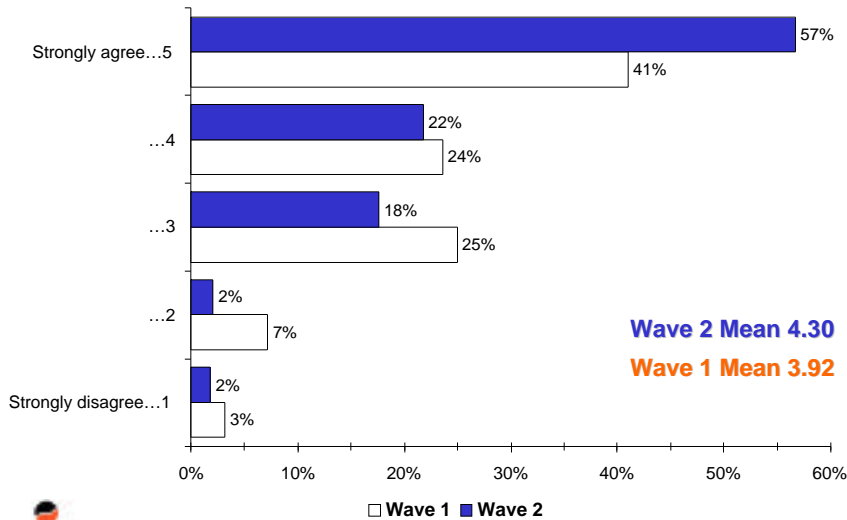


Percentage of respondents (Wave 1 N=1156; Wave 2 N=856)

Chart 17

More than three-quarters of Falmouth residents surveyed (79%) agreed with the statement, “Nitrogen pollution in our bays and ponds is a serious issue facing the town of Falmouth and could have an adverse effect on property taxes and property values in the near future,” scoring **4** (22%) or the top score of **5** (57%). Again, only 4 percent *disagreed*, scoring **2** (2%) or **1** (2%). The mean agreement rating for the statement, “Nitrogen pollution in our bays and ponds is a serious issue facing the town of Falmouth and could have an adverse effect on property taxes and property values in the near future,” was a **4.30**.

Agreement with the statement, “Nitrogen pollution in our bays and ponds is a serious issue facing the Town of Falmouth and could have an adverse effect on property taxes and property values in the near future”



Percentage of respondents (Wave 1 N=1142; Wave 2 N=843)

Chart 19

Falmouth residents were significantly more likely to agree with each of two statements in the second wave of research than they were in the first wave (see table below). The following table illustrates mean agreement ratings for each statement for each wave of research (first wave conducted in February/March before the Falmouth Friendly Lawn campaign started the second wave in October).

Statement	Wave 1	Wave 2
I can help reduce nitrogen pollution by adopting Falmouth Friendly Lawn care practices.	N/A	4.34
Nitrogen pollution from chemical lawn fertilizers is a serious problem for Falmouth's bays and ponds.	4.05	4.32
Nitrogen pollution in our bays and ponds is a serious issue facing the town of Falmouth and could have an adverse effect on property taxes and property values in the near future.	3.92	4.30

Q12: Please tell us what you think of the Falmouth Friendly Lawn Campaign To Preserve Falmouth's Bays & Ponds and how we can make it better?

- I appreciate your concern and energy devoted to keeping our bays and ponds free of fertilizer. Thank you.
- Excellent program
- Prevention of pollution to the water supply is extremely important.
- We think that houses sited on water (either ocean or inlets/ponds) should not be allowed to use inorganic fertilizers. Either that, or make houses with grand fathered lawns switch to native plants and eliminate their lawns!
- Excellent idea. Sorry I am not able to provide you with better answers as my lawn care provider does not advise me. Please call Peter's Lawn Maintenance for additional information.
- I think it's a good idea.
- Get town sewage installed in all bay areas. Dredge bay opening for a better flush. Continue lawn care education.
- I haven't seen any literature or articles before this mailing. I suggest you disburse information through the schools for children to bring to parents and/or through tax bill mailings.
- Good idea! I pay attention to information I become aware of.
- I think it's a good start that should be continued.
- I think it is the only way that it can be handled.
- I disagree that fertilizing lawns is the reason for polluting our bays. I've owned property since 1949 on 110 Shorewood Drive, E. Falmouth, across the street from the bay. I know when the houses on the bay side of the street were built, all cesspools were put on the back of houses and for many years they have been running into the bay. Let's do something about this issue. Consider this matter as well. Take a survey and see today how that is still happening. Only after Title 5 was put into effect and a person came to sell did they have to put in Title 5 if it had not already been done.
- I think you should tell us the facts about what nitrogen pollution is doing to our ponds and bays instead of asking us weird questions about it. I think you should state what it is doing and then tell us what we can do to help. It would make a lot more sense. For example, nitrogen fertilizers cause such and such damage to our environment. Considering this, how likely are you to change blah, blah, blah...
- Address issue of the cost of organic fertilizers. Provide info on whether herbicides and pesticides in lawn fertilizers present any dangers.
- A very good idea. Could be more info on this subject.
- I do not think that I have heard hardly anything about the program. Why don't you send info to each home?
- Very informative. I am pleased to see this issue addressed to make people more aware of practical and environmentally friendly ways to maintain a lawn.

- It is not doing enough to educate and control lawn service to those properties close to and on the water. There should be a stronger campaign to make the public aware of the problems and what is available to them.
- Keep up the good work, and keep on campaigning to clean up the environment. Your suggestions are very helpful to me to care for my lawn.
- Our property borders the Falmouth CC golfing grounds. This has been a concern of mine when expansion was proposed. They assured us they kept within “safe” guidelines. We have also given Otis AFB permission to conduct water testing there for the past few years.
- It’s good.
- I think it is excellent. My husband agreed to use organic this season at my insistence. The lawn looks wonderful now, but looked awful during our hot, dry summer. Our neighbor who uses non-organic and waters every other day at the proper times had a wonderful looking lawn.
- Very informative. I have been coming to Falmouth since I was two weeks old. Love the town and love what you are doing.
- Never heard of you—think what you stand for is commendable and an excellent idea. Both lawn companies I’ve hired over six years ultimately decimated my lawns through chemicals and neglect. I dug up all the lawns, mulched, and planted trees and shrubs. I hope your program will benefit many people.
- Constructive?
- I thought the info was great and hoped that my neighbors too in the info and read it. Perhaps some info on alternatives to lawns would be good.
- I think this is a good program. We need to preserve our bays and ponds. I don’t know how to improve your program, but we need to either have town sewage along all the bays and ponds or closed non-leaching septic systems.
- Excellent campaign. Could use more visuals in articles to show extent of pollution in bays and ponds.
- Directing the campaign at homeowners is fairly effective, but directing it at lawn companies, golf course owners, and cranberry bog owners/operators would be much, much more to the point.
- I think it is important to inform public about pond and bay preservation, etc., but I am concerned about golf courses and all the chemicals, etc. that they use and what is being done about that.
- The campaign has been useful and educational for me. Thanks.
- Good job. Keep educating the public.
- I think you are doing a great job.
- They have been very good at answering any questions I have: NAS Horticultural Services, PO Box 1362, South Dennis, MA, 02660. 1-508-432-8573
- Good positive effort.
- I have no idea. I see my neighbors with the Scott’s spreaders placing pounds and pounds of weed and feed, etc. on their lawns. The urge to have a perfect lawn is a powerful force.

- I agree that the chemicals used in lawn care are detrimental to the ground water going into bays and bogs. I have cut back on the number of treatments and am very interested in any info covering this most important issue.
- Very good.
- Keep up the good work. Continue to use public relations news releases to educate the public. Compare the nitrogen loading of the ponds' part per million with the PPM of the contaminants at the Mass Military Reservation, which are at threshold values.
- Not widely read and/or accepted.
- Awards should go to homeowners who do not fertilize rather than to the folks with the greenest lawn. How to tell the difference? I'll think about that!
- Doing a good job.
- It's everybody's problem, not just waterfront property owners!
- Catch basins near ponds for street run-off.
- I appreciate your efforts to protect our environment. My biggest concern is the lack of enforcement by town departments when water restrictions are imposed. It was amazing to me this past summer season to see so many residents violating the water restrictions continually—the amount of water being wasted is totally unacceptable. And I would see police cruisers pass property with people watering their lawns, sprinkler systems drenching driveways and roads. Puddles and puddles of water on the roads all over town. Enforcement of restrictions is a key issue.
- I support your efforts.
- Great!
- Good start, but more work could be done to show people how to help the environment. Lawn seed that resists drought, resists common lawn bugs, and needs less nitrogen. Beneficial nematodes instead of chemicals. I use Gardens Alive products.
- Useful.
- Good idea.
- I use less fertilizer than recommended since I have always known that I have sandy soil. I never water my lawn. I think that the Friendly Lawn campaigns telling people to water their lawn once a week is a waste of time and taxpayer money. In the past 32 years my lawn has grown well and during only two summers has it burnt out.
- If everyone would use half of the recommended dose, I believe it would help. Liquid fertilizers used by ChemLawn and the other lawn services should be eliminated.
- Very good.
- Watering 7 pm to 7 am is ridiculous for saving water. (Sole reason is to relieve town pumps on peak hours). Some auto sprinklers are still on at 9 am. Water is most serious concern for continued building in Falmouth. (Shades of Leavittown, Long Island problems are in future)! Some restrictions should be mandated for types and amount of fertilizer used at retail outlets. We need recognition for water-friendly projects, homes, and companies.
- Very good idea. Hope it will work. Mandatory ideas within 500 ft. of water sewers. If not, talk to Scott's to sell fertilizer on the Cape in the right proportion.

- Fisherman's Cove in East Falmouth has many residents who support this campaign.
- The informational brochures and advertisements are very helpful to promote awareness and to give direction to homeowners regarding their lawns.
- Falmouth Friendly Lawn Campaign is a worthwhile way to educate the community about the hazards of fertilizing chemically. The community needs to go further and encourage residents to use native plants, shrubs, and trees, and to use composting methods.
- Your campaign is a very good cause. The more info you get to homeowners, the better chance we have to properly care for our properties and waterways.
- Strongly support campaign. However, I believe domesticated Waterfowl have greatly contributed to pond pollution. Migratory geese, swan, and ducks no longer go south. Cape Cod is too nice a place year round.
- It's wonderful and invaluable.
- Well written and creatively designed. We've posted the literature on a wall for easy reference.
- It is a great idea to make people more aware of chemical pollution to our ground water. We are already involved with the problem from Otis AFB plume contamination. Many of us are adding to the pollution problem. Some of us are not aware that if everyone stopped using chemicals it would be a plus. Thank you for your expertise and concern.
- It would be wise to follow your suggestions to keep our waterways clean. We will try our best to cooperate.
- Keep educating the public. Offer alternative methods.
- I am already aware of the nitrogen-loading problems in our bays, and practice conservation to avoid making the problems worse.
- Great work.
- Excellent! Tops! Now all we have to do is get more landowners in line and practice what we preach and what has been outlined for us. Save the bays and harbors! Would the town have classes, etc. on these practices? Knowing the correct way would help the whole town of Falmouth (and our neighbors on Cape Cod and the islands)!
- Have only fertilized two or three times in the last ten years...and it shows.
- More enforcement—not only in the chemicals used, but with all the jerks that don't abide by water restrictions.
- I don't really know very much about it, but am willing to listen to suggestions.
- I think it has been effective, but many more articles should be printed over and over to get the point across. I still have neighbors fertilizing four and five times, and some still using the lawn services.
- Golf courses? What types of fertilizers and chemicals do they use? How often do they use them?
- Please continue to educate the citizens of Cape Cod on the alternative. Choices available to them with regard to landscaping around their homes. Manicured environments are not only toxic, they are a sign of fragile egos. Those who need acceptance through what they view as perfection are dangerous to the ecosystem.

- Increase hookups to town sewer systems, especially perimeters of bays and ponds. Identify specific substitute products for fertilization and consider sale of products at DPW or transfer station sites. Continue newspaper articles regarding problems as well as notices with tax bills.
- You have failed 100% to inform people like myself about this campaign. If you want to be successful please find a way to send me some proof of your claims.
- Good idea.
- I applaud your efforts. We decided to minimize lawn area from the street, but do prefer some grass for grandchildren to play on.
- The lawn campaign is very good. There should also be a campaign to encourage people to maintain their septic systems in good working order.
- I approve of the campaign and hope more places sell the appropriate items.
- Best of luck to you! This is a wonderful initiative!
- Go after the “trophy homes” and golf courses first. Then reeducate the public about the effects of nitrogen pollution. By then, most commercial property managers will begin to bow to public pressure to stop.
- I am deeply involved in this process—with UMA Dartmouth, Coalition Buzz Bay, 3 Bays/Barnstable, Maesturics Project. I strongly agree with most you do. Watering restrictions in Falmouth is a joke. No serious attempt to enforce them. Use of well water in excess is also part of the problem. Excess use of our water in a common use media. Who realizes this? Well users should be restricted.
- I believe the campaign is a worthwhile cause to deal with another of our environmental problems that too many of us do not take the time to think about during our everyday life on earth. It’s always when these problems surface to the critical stage that we then wonder why something wasn’t done before it reached this point. We all have to start protecting our environment before it’s too late.
- A start.
- Keep up the good work. I have just started to pay attention.
- I think for \$250,000, my 13 year-old niece could have accomplished what you people have so far. Fertilizers only account for a small amount of nitrogen in our ponds. Failing septic systems and over development in the watershed are the real problems. This survey is infantile. Enjoy the US military money!
- I’m in favor of anything that can help pressure our water source, as well as our bays and ponds. Products that harm our environment should either be removed from the market or heavily taxed with money going to the fight against the pollution of bays and ponds.
- Great idea!
- Communicate with all landowners in the critical area regarding fertilizer problem. The town should have a two-year rebate/coupon program for redemption at area merchants for purchase of low nitrogen fertilizers.
- Good idea! Keep it going!
- I am not really aware of the friendly lawn campaign. Maybe more ads or visibility for Arbor Day celebration and with the recycle campaign.

- A very good beginning. Work to eliminate road and highway storm drain run-off into our coastal plain water resources. Move toward full town sewerage system.
- The campaign is wonderful and one of your best assets is Hyla Lyman. She spoke at our association meeting and everyone was impressed.
- Only solution to pond pollution is to sewer homes in vicinity. Politicians don't want to hear this!! What are we doing about pollution from cranberry bogs, new golf courses, etc??
- It's a good idea to preserve our ponds and bays.
- Tough to do, but we have to continue to promote idea that the thickest, greenest lawn is not always in everyone's best interest. I'm an avid fisherman, clammer, and kayaker, and am very concerned with water quality.
- I can't recall any info about the subject. If I received it I surely did not pay attention or remember its content.
- The info received regarding this campaign is excellent. It is good to see a schedule of what should be done while protecting our water.
- I don't maintain a lawn. I have natural landscaping with native plants and lots of mulch. I think lawns are too labor-intensive and can be environmentally harmful if it is nearly fertilized.
- Education of population is vital—you must get people to realize they are not suburbanites, but coastal residents and, as such, they must have a different mindset about lawns.
- I have not been aware of the campaign. I wish the profits were higher. It's critical and people just don't get the risks.
- Stupid!
- I hope it will have a positive effect, although through our dry summer with recommended water restrictions there were far too many lush green lawns and lawn watering during the day.
- I support it.
- Good plan. I personally need more info on how to go about improving my current practice.
- We do not fertilize the lawn at this property at all.
- Think you are doing a good job and we will try harder to do a better job.
- Total grass area 975 sq. ft. Grass in back yard only. A formula should be made that would restrict the sq. ft. of grass to the number of feet that grass area is set back from salt or freshwater bodies.
- Promote your program to lawn companies and landscapers also. They still use chemicals heavily for "green" lawns. Organic manufacturers should give large discounts to companies (perhaps for tax write-offs) who use their products. We have used organics only since moving here in 2000. If the town doesn't use organics, how can you expect citizens do? How about TV campaigns as well, and more colorful literature?
- It is fine insofar as it addresses the smaller contributor to nitrogen pollution. The larger issue (septic systems) seems to be addressed only in the more affluent parts of town. However, it seems we all have to pay for the cleanup there. Let's get honest with the residents and focus more attention on the major problems and clean up the entire area of Falmouth. Or do we just intend to continue pretending that East Falmouth only belongs to Falmouth when it's time for residents to pay their tax bills?

- I think it's a great campaign and if everybody works together we can make Falmouth a cleaner, safer place to live environmentally.
- Excellent program—money well spent. The program could be improved by regulating lawn service companies: ie: licensed applicators, limit amounts, enforce with severe penalties, apply surcharge to all non-organic (30%) fertilizers no matter who sells them.
- Great campaign, but many very green lawns indicate much watering and fertilizing. Why don't we enforce watering?
- The friendly lawn campaign is a necessity to preserve Falmouth's bays and ponds. The fertilizers used to groom a lawn, coupled with the ingredients from the Mass. Military reservation in Sandwich have contributed to pollution of the bays and ponds. If residents do their part controlling the chemicals put onto their lawns, coupled with the mechanics of the military reservation scheduled cleanup, then together we can succeed. If the controls on both the reservation and the residents' owned acreage are not adhered, we will fail in our mission.
- Good idea. I would like to see more info on replacing lawn with natural plants and ground covers.
- Way to go! Wish that all towns would do this and educate their residents on how to preserve their watershed and the adverse effect fertilizers have on these. Please work with lawn companies to make sure they alert their clients.
- It certainly made people in my area more aware of using less fertilizer, less nitrogen.
- I think the campaign is a good idea. I would like the campaign to recommend brands of organic fertilizer to use that are available in Falmouth.
- I don't see a need for any chemical fertilization of the lawn. It can be done by recycling one's own organic materials.
- I think it's a great idea. We need to make the public more aware of water's precarious situation. For example, some neighbors think that the town merely has to "draw another well" for more water. The situation must be made clear or people won't follow. Green lawns aren't necessarily better.
- Is there an alternative fertilizer? If so, could the town provide it at some discount to encourage its use?
- Education is the best way to inform the public. Stores should be forced to place signs on chemical fertilizers—then offer real advice, not sales advice.
- Good ideas.
- I love the brochure. I requested additional copies for my local hometown watershed association.
- Have not seen campaign.
- Keep at the info passing and target local lawn services as well as ChemLawn and other services such as that.
- Necessary.
- The town of Falmouth drains much of the Davisville area surface sewage into Green Pond via an open 16' drain line at Captain's Lane. Obviously, this line picks up all fertilizer run-off from a large area. If the town is unwilling to spend money of the mitigation funds to correct a serious problem, why should I worry about a few ounces of fertilizer used on my lawn?

- Need to do more policing to keep our ponds clean. This past summer water in ponds was mostly polluted, and not clean enough for our children to swim.
- Very good. Friendly Lawn is, or should be, a great benefit to all.
- You're missing the point. I do not fertilize and your questionnaire assumes that I do. Nitrogen in lawns is a fraction of the nitrogen problem. The root cause is zoning that allows high density population, and lack of a sewerage program—septics must be eliminated.
- I read it, but couldn't find the article when I needed to refer to it. Put this info in the local paper often. I'm more concerned with lawn sprinklers. Do you really need them? We need water more just to drink and shower.
- We appreciate the info regarding proper use of fertilizer and watering, especially cleaning hard surfaces to eliminate runoff.
- I think the campaign is great. Not enough people are paying attention though.
- It is a great program and if more people continue to abide by it only better and cleaner water will result.
- Helpful in understanding the problem and have tried to have a friendlier lawn compared to before your committee began. You could try more articles in the enterprise.
- I think it is a good idea. More work needs to be done with businesses in town to eliminate green grass and cut down on sprinkler systems. Sprinklers run during the day at too many office buildings.
- Excellent job! Please continue the same campaign next year, for more and more homeowners are taking the advice presented.
- Need a lot more news items—an instant reminder.
- Keep up on getting the message out. Too many people still don't see that there's a problem and they may be part of that problem.
- I believe you may be barking up the wrong tree. I thought our problem was jet fuel not lawn fertilizer.
- What is the Falmouth Friendly Lawn Campaign?
- Start with sewage! More sewage leaks into all the rivers. Moonkis, Childs Eel River, Perch Pond, Fal. Harbor, Trunk River, and many more. Boats in the ponds bump sewage overboard. They also tear up all the eel grass. Jet skis and water skis also. All this sewage and fertilizer kills eggs of fish, eels and crabs. I was raised on Waquoit Bay. I have seen the best and now you will see the rest. We are too late. It's too bad. Too much building and population. Hope for the best and remember that sewage does not run uphill.
- Right on!
- Send notices and info to seasonal property owners as many times as sent to year-round owners.
- Live on a pond so am always glad to learn how to save the pond.
- Very informative and useful.
- A step in the right direction.
- My philosophy is if you don't fertilize you don't have to be mowing it all the time.

- I think it's wonderful and long overdue. I am part of an association and we are using your brochures to educate new homeowners in our area. I even bought a real type push mower and fired my yard service. I am doing it myself!
- I believe as much pollution is from septic systems and geese than from lawn fertilizing.
- I have received brochures and they are very informative.
- Good idea! Enforce through regulations as required for the common good.
- Let people know that dumping leaves and plant matter on edge of bays kills existing plants that hold the soil and sand. Erosion is the result of killing this plant life.
- I am only slightly interested. My lawn (such as it is) consists mostly of wild grass.
- I think the campaign is very good. I just don't feel enough people pay attention to it. People water daily or every other day whether they need to or not. I have contacted the water dept. about abuse of watering to no avail. Stopping people from over-watering would be a big help.
- I think it's a wonderful idea.
- I am in favor of it. I would like to hear more about it.
- I hope this initiation works. Focusing on landscape companies and on garden supply shops will be critical.
- More publicity needed as well as "cute" ads and a catchy phrase. Maybe a phrase contest?
- Good effort, but I doubt many people listen.
- The brochure was very informative. It explained problems clearly and offered clear steps that can be taken to help.
- I strongly agree with this campaign. We need to preserve our ponds and bays. We can make it better by educating people more about nitrogen pollution and its effects.
- I regret that the use of poor science and misleading info has resulted in a misdirected effort on your part. I would prefer you focus on the actual cause of the problem which most universities have recognized to be due to waterfowl and inadequate sewage control of septic systems in homes along the shores.
- Excellent campaign!
- My lawn was just as green in the fall. We must limit water use, but neighbors do not and did not respect limiting water use nor lawn campaign. My outside faucets have been broken 2 years and we are doing fine. I use Dog Days old water for plants, take 3-minute showers, etc.
- Good work. I think it is having a distinct impact.
- In order to get the lawn campaign really effective, it must reach the summer residents who have claimed to me—"we aren't here all year-round, we'll do as we please". It is so sad to see our beautiful ponds and bays deteriorating so fast. And don't forget the wildlife getting scarcer and scarcer.
- Household mailings were very effective. Info was clear and specific. Since we live near the Perch pond/Great pond junction we try to keep up to date with the latest info and best practices.
- I think the campaign is great, but I suspect there are many people in this town who will either lie or not return this questionnaire. These are probably the very people who had beautiful lawns all this past summer during our water shortage. Unless the town of Falmouth backs up its restrictions with

the possible penalties, NOTHING will ever change. Some years are not good ones for lawns—so just wait until next year. As someone who wrote a letter to our local paper this summer said, “We should have a prize for the brownest lawn.” Green lawns are nice, but there are much bigger priorities in life.

- This is not effective because there are no mandatory requirement. I live near Great pond. There is not much of an incentive. A higher cost to use organic when 90% of neighbors have commercial companies come in and soak their lawns with nitrogen-loaded products. We need town/state-mandated requirements stating only organic. We can be fined for water use, but there are no fines for nitrogen-loaded fertilizers. Hard to swallow!
- Questionnaire misses the point of ecological value of fisheries and ocean health. Property values? Taxes?
- We’ve heard enough to make us conscious of the problem—and we are limiting our use of chemicals because of it. But we never did use a lot. We still see a lot of lawn firms in the neighborhood and I don’t know what they are using. Keep sending out info on how important it is so people will check on them.
- First I’ve heard of it, but it’s a great idea.
- I have never heard of the Friendly Lawn Campaign.
- I think it is great, however, you should also be focusing on the cranberry bogs. It seems to me town-owned bogs (Handy’s) must be contributing to Great and Green ponds’ problem. I cannot believe that town-owned land may be a contributing problem.
- I think that if all people read the directions on the bags and follow those directions, we wouldn’t have any problems.
- Please note that although I have responded to this questionnaire, we do not have a lawn on our half-acre property. Instead, we have trees and bushes and flowering plants, which we fertilize twice a year with 8-8-8 fertilizer and Espoma for acid-loving bushes.
- Put out ads on TV and radio. Advertise more in all papers and the sides of buses, etc., put posters in stores and restaurants. Place large signs and posters at high exposure public sites—the dump, grass and leave recycle spots, Gus Canty center, police and fire stations, parks and beaches.
- Stop production of buildings and hard-surfacing next to bays, etc.
- It is about time we start looking into, and doing, something about the waters in this area and everywhere. How about the sewerage and its contamination? I am content to grow weeds.
- I congratulate your efforts and I hope lawns will be reduced to a minimum and more naturally grown with composting. I leave my leaves to compost.
- Not enough information to make a comment.
- Fliers in the mail, and ads in the paper would be helpful. Go to public schools—get kids involved—they will educate their parents.
- The town has been dragging its feet for a long time. Glad they are finally trying for a solution.
- I agree that lawns are not conducive to Cape Cod, if you take note of all our golf courses. They, themselves, cause excess pollution in our waterways. Golf courses are a necessary evil to the

economy of the Cape. Residential lawns serve no purpose. N+N = natural and neat is my landscape choice.

- I don't have a lawn so I don't have much knowledge of the campaign. We do, however, avoid using chemical fertilizers on the property to avoid contaminating Coonamessett Pond. We are very concerned about the Plume, of course.
- This campaign is an outstanding example of how a grass roots (no pun intended) effort can organize a community into a positive force for the good of the environment. It could, and should, serve as an example to other towns throughout the state.
- Until this mailing I was not aware of the water problem.
- Send specific brand names of lawn-friendly organic fertilizers by post card.
- Awareness does make a difference. By sending residents brochures and literature to correct Falmouth's ongoing polluting problems, residents should conform to natural products.
- The major source of nitrogen enrichment to our coastal ponds comes from septic systems and one could remove all the fertilizer-use in the watershed and not solve the water quality problems in our coastal embayments. It is still a good idea to reduce some of the nitrogen loading and as a way to mobilize our residents to address this environmental problem/quality of life issue.
- Stop over-building. That is affecting water supply and water quality as much or more than lawn fertilization.
- The picture you use encourages people to fertilize their lawns. What you should be trying to do is get them to stop using fertilizer.
- Most of us have careers that do not pertain to environmental issues. Therefore, I have no knowledge of what constitutes a pollutant to the environment. All I know, as a gardener, is that rain has nitrogen in it. Personally, I do not feed my bushes or trees. However, if our plant-life thrives on nitrogen, then how does this negatively affect our environment? I read the Falmouth Enterprise and ask that you enlighten the residents with the facts.
- You're doing a good job. Having trained personnel where you purchase fertilizer and other garden products is very helpful, especially when they have the products to sell you. Talk to the idiots who run the town and vote on a public sewage system. Amortized over 20 years, it's not that much per house and Falmouth without its "water" is nothing.
- Good idea. Need constant updating. Let school children enter the contest for each elementary school.
- In order to fertilize, a property owner should file an application stating how much and when fertilizer is to be applied. This will make owners more aware of the issue.
- I have been boating in Great pond for 22 years. The level of scum/plant growth gets worse each year. Also, the number of automatic lawn sprinklers is on the increase. Lawns are a "fettish". We need more public education.
- Good ideas. Don't go overboard or you'll lose people who would otherwise support you...like me. Thanks for all your work.
- Have not received any info on it.
- It's a good idea and seems to be well executed.

- In addition to the lawn fertilizers that cause algae blooms and other pollution, Falmouth and other Cape communities have old cesspool systems that are down by the shores of some inlets. I have seen outlets directly from properties leading to the water. Why aren't these issues integrated in your study? Old septic systems also figure into this pollution. Loss of the marshes causes loss of filtration systems on the inlets. These are natural filtration systems. Unless communities clamp down and enforce good laws, which enhance our wetlands and environment, pollution will continue.
- Great idea! How about getting some garden centers and hardware stores involved with discounted supplies for healthy lawn and environment care.
- We find the info informative and use it in Falmouth and at our other home.
- Last year I received a schedule from the town and found that helpful in what to use, when to use it, eliminating the chemicals.
- We endorse this campaign. If my wife had her way "no watering" would be done (let nature take its course). We use "friendly" Scott's products.
- Do not recall receiving any info regarding this campaign, and therefore have no comments to offer.
- A mailing in the spring as to when the best time is to use lawn-care products would be helpful. I tend to use lime in place of fertilizer. Is lime more environmentally friendly?
- Campaign is ok.
- It is a great campaign to save our lakes and water systems.
- I think it's a very informative campaign. Like every other aspect of life, education is the best resource to save our resources. Keep up the good work!
- Keep up the good work.
- Good campaign, however, I can't understand why the emphasis on lawns when bogs such as those flowing into Bournes pond are heavily fertilized and loaded with debris.
- The publicity campaign to make residents aware of conservation efforts and organic fertilizer is very successful. It is now "chic" to have a brown lawn.
- Maybe get fertilizer and seed sellers to do a sticker program to label "Falmouth friendly product".
- Ok to great.
- Doing an excellent job!
- Keep up the good work.
- I instruct my yard man to use fertilizers he recommends, considering the environment. I don't water my lawn in the summer.
- Good to make people aware of problems, as it's very important to preserve the bays and ponds.
- I do like our bogs, ponds, etc. clean. Using lots of fertilizer is not the way to keep them clean. I do lots of fishing and hunting. I keep all my trash can, etc. in the back of my truck. I teach my grandchildren to take care of our lakes, etc.
- I think it is a very good start. However, I think the only real answer is to ban the use of chemical fertilizers by prohibiting their sale in Falmouth. Just putting people on the honor system won't work.

- I enthusiastically support the campaign. The Cape (as you know) is an extremely fragile environment. Keep publishing facts via enterprise and direct mailings. A green lawn is no excuse to poison the Cape!
- I know very little about the campaign.
- It's good.
- Very informative. Please continue the good work you do!
- Good job!
- Can chemical fertilizers in Falmouth.
- A lot of helpful hints.
- A worthwhile gesture.
- A great campaign. Good luck changing viewpoints!
- Without a voice advocating chemical-free bays and ponds we could have very serious problems in the near future. Also, how much is going into our ocean in which most of us swim during the good months. A lot of people who should care don't, and they have young children using these facilities.
- Great idea.
- This info is good. I would like to see more into on lawns.
- I did not receive the first survey, but am answering this one because I whole-heartedly agree with your program and would like to receive more info. I am a new resident who is trying to improve my property and want to do it in an earth-friendly manner.
- Very good idea.
- It is a problem and it's nice to see it addressed. I strongly believe that a sewer system should be in effect for all of the main and side streets that border all our rivers. Every year the rivers deteriorate and if the town does not resolve the problem we will be killing our fish and finally, with a smell problem.
- Keep up the good work. Also, maybe you could address the use of well water. People think that's ok if it's not town water, but it still comes from the same watershed.
- We need to follow this campaign.
- Should have an occasional reminder.
- Paid ads are a waste of money. Prefer to have rebate incentive to use friendlier fertilizers.
- I agree with the plan. Next year my lawn service will have to go accordingly or I will hire a new service.
- A worthwhile effort.
- A good campaign—keep it up.
- I think it's great. May be helpful. Name the organic products people should be using, the equivalent cost to other products, and where people can buy them. The easier you make it to do, the better the response. Keep up the good work.
- It would be more helpful to recommend specific products in newspaper ads since I agree with the concept, but don't receive specific advice.

- Hope using less fertilizer and more organic water and insoluble fertilizers will help to clean up Great, Green, and Ashumet ponds. More official septic systems and more town sewerage will also make a big contribution to saving our ponds now and in the future.
- Environmentally friendly idea. Good luck.
- “Busy bodies” telling people what to do. Go after golf courses, not taxpayers. Without nice lawns, property values will go down too.
- We should do everything possible to preserve Falmouth’s bays and ponds. Why would anyone do otherwise!
- Unfortunately I am no familiar. Please send me info on this.
- Wish you would have mentioned something about drought, fertilizer, and effect on brown, dried-up lawns.
- Now homeowners are much more aware of the water situation in Falmouth and Cape Cod.
- I would recommend that homes that are not occupied that have automatic water sprinklers and lawn service providers be regulated for the amount of fertilizer and water consumption. There are a half dozen homes in my neighborhood that have their sprinklers on every morning, with the water running down the road into Great Pond. These places also have their lawns fertilized monthly and are only occupied occasionally.
- Great idea. How hard are you hitting the lawn-care companies and landscapers?
- Place emphasis on Cape Cod gardening with minimal lawns. Also, how to use ground cover, sea grasses, and perennials in ways to reduce lawn area. Continue to emphasize the use of organic fertilizer, slow release, etc. You are doing well to make people think about what their maintenance people do.
- Keep up the good work.
- I am not sure where I can purchase “friendly” fertilizer at a reasonable cost. For Q10, no change for many questions because I already started practicing last year regarding watering, clippings, mower height, and spring/fall fertilizing.
- Very informative.
- The only people this campaign benefits are those who live along the bays and ponds. I get no benefit or use of these areas because I don’t live near them, yet the town is trying to get me to change my yard-care practices to maintain property values of the people who live around these ponds. If they really want me to change, let them pay me, or subsidize any landscaping changes.
- Wonderful for the ecology.
- Very good campaign. If the lawn companies would adopt these practices it would have a huge impact.
- Don’t know about this practice. I haven’t seen much on this.
- I cannot make statements about lawn care. I lost my lawn completely because of the drought this summer.
- Very effective. Keep up the good work.
- I don’t know much about it so it doesn’t sound like your “campaign” is very effective.

- I'm 79 and have a lawn company. I always figure they must do what's best. As for watering, I never do—to conserve and keep water bill down. Also, I can't pull the two lengths of hose around. My son uses my riding lawn mower and I never tell him how to do it.
- No one will argue that there is no problem with the water quality of the bays and ponds in Falmouth. However, the big push seems to be solely against the use of fertilizer. There is no question that fertilizer is a contributor to pollution in our bays and ponds, but there are two other problems. First and foremost, septic and road run-off, and out board motors. These two problems are hardly mentioned by the FFLC and I have to wonder why. I spend a tremendous amount of time on the water and have for over forty years. Believe me when I say I've seen a lot of changes and it's more than fertilizer that's causing the problem.
- Essential. Continue to provide info and include education of town companies.
- People (some) do not seem to realize that nitrogen pollution to bays and ponds WILL affect adversely property values, especially of waterfront properties.
- I feel that the campaign is a positive step. I think we need to go further to eliminate the feeling of many homeowners that a "trophy" lawn is best.
- Good idea—and necessary.
- It's a start to a long-standing problem. Why people must have green lawns leading down to the water is beyond reasonable.
- I think it is a worthwhile program. I personally practice most of the suggested procedures. Many of the lawn maintenance companies do not leave the clippings and often set the mower at low cutting heights. You might encourage the homeowner to suggest to their maintenance persons that they follow the "friendly lawn" practices.
- I believe that the major source of Great pond's pollution is the chemical fertilizers added to the cranberry bogs on the Coonamesset River. Neither myself, nor my neighbors, fertilize our lawns. Leaking septic systems are a major source also.
- The lawn campaign is a worthwhile endeavor and we should all work to protect our waterways. The lawn companies should be aware of alternative materials to achieve the least damage to the environment and the maximum benefit to beautiful lawns and gardens. The outreach should include everyone.
- Circulate more info on nitrogen retention in soils versus leaching into surface and groundwater. How else is anyone going to know if most of the nitrogen is going to end up in our ponds and bays?
- Good idea, but if my neighbors used ChemLawn on the lawns over their own wells, I'm not sure they will be concerned about our bays and ponds.
- First, change runoffs from roads and sewers—sand, salt, and road oils. Secondly, post off ponds, etc. Don't feed the wildlife and it will go away. Thirdly, answer to solution of pollution is deletions or cleaning out pond dikes and rivers.
- Loved the advertisements in the Enterprise—easy to follow and practical advice.
- I think it is very important to preserve our ponds.
- The golf courses are the ones who use so much fertilizer. Get them to use organic.
- It helps us to educate our neighbors and keep our water system clean.

- It is a great place for families to live.
- It has made me more aware that there is a way to keep lawns and still preserve the environment. I had used to LawnCo, but after reading your first letter I stopped—and will try your way in the future.
- I don't know much about it.
- Could you write an article about how dandelions are a good thing? Salads, etc?
- It's great! I am a sixth-grade science teacher and I refer to the program in class.
- As a widow (elderly), I have to depend on hired help for my lawn care and to trust their professional judgement. Are you addressing the various lawn companies and smaller lawn care businesses? Many of us depend on them.
- I have a small grassy area in my backyard and I don't bother to do anything but mow on high setting. It gets watered at the same time as the flowers and the vegetable gardens. I use soaker hoses wherever practical (not across walk areas or driveway, for ex.). I love the Friendly Lawn program love those brown lawns!
- I don't really know very much about it, but if it helps the environment I am all for it.
- I hope it helps. It is a good attempt to deal with a serious problem.
- I believe the effort the TOF places on its environment gives other towns the initiative to follow its leadership. All campaigns to preserve our bays and ponds and drinking water directly help the air we breathe, and set the tone for our future generations. I was pleased to read suggestions on disposal systems, how to use properly, etc. Good luck in the future!
- I appreciate receiving Falmouth's lawn care brochure. It is a good reminder of what you should be using and why.
- I congratulate you on a good effort. I'm particularly impressed that while talking about the problems of fertilizers, you aren't telling people to eliminate lawns and fertilizing practices. I think this is a much more effective proposal.
- Very useful info.
- Anything that people can do to save our water and keep it clean I am for. No more septic tanks near the water. Holding tanks must be pumped out once a month.
- Keep up the good work. As an educator I have participated in local science fairs (Mashpee H.S., etc.), and have seen demonstrated (by the students) the adverse effects of nitrogen use. I am very concerned with the trend of establishing "golf course" lawns. I am sure this is achievable using "friendly" practices, which need to be encouraged.
- Educate the public!
- Any campaign that preserves and protects Falmouth's ponds and bays is a wonderful thing—and my family and I are all for it! Keep Falmouth fabulous! Safe, beautiful old Cape Cod!
- Strongly support it!
- I think it is a great idea because I like to fish and clam and swim in Falmouth bays and ponds. I would like more info on how to treat my lawn organically and still look beautiful. I would like names of garden supply stores and products where I could buy organic fertilizers.
- I do not have an opinion.

- The campaign is a good idea, but it needs more exposure. Too many people move to the Cape, but still want to keep up with the green lawns they had back home. Let the cape be the cape.
- I am not familiar with the campaign.
- I did notice a sign recently at Wagnoit Feed Garden. Hope those lawn manicurists notice it and stop obsessing about their grass. I don't feed or water, just mow, and wish my lawn were all moss.
- I don't like junk mail! However, I really thought the size, layout, easy-to-read format of the postcard brochures was eye-catching, and I did take the time to read the info. I toss anything that looks like junk. I did read them, but because it said "Falmouth" on it so it stood out? Half the battle in marketing is to get the consumer to actually read it. Great job!
- Keep up the good work.
- Telling the public is great. Keep up the good work.
- It's easy to agree with the program and suggested practices. I feel that a good number of people are prone to deviate at times—particularly when there is a little impatience to see results. Thank you for your efforts and I hope you keep up the good work.
- Not half as effective as sewer connections on all properties within _ mile of ponds and ocean.
- Continue to educate the public—give alternatives to full lawn treatments. Share plant types that help reduce nitrogen in soil so residents can plant more of these types of plants.
- Talk about other ways to reduce runoff: minimize lawn area; stone, dirt, clamshell, etc. driveways to reduce runoff from asphalt/cement; down spouts to collectors and distributors to also reduce runoff.
- Good idea. Periodic articles in Falmouth Enterprise would help to remind people of the importance of this. I cut way back on the amount of lawn I had years ago—it required too much water in the summer. Mulch and drought-resistant plants work better.
- Program objective is good, but getting proper fertilizer from the town would help more if owner budget 27-year retirement factor has monetary restrictions.
- Why not push for strong requirement for Title 5 with denitrification systems for all septic systems within 200 feet of water?
- Excellent! Coverage in local newspapers is very appropriate.
- Thank you for your work on behalf of us as well as Jenkins Pond, where our house is located. We need your help. We have long needle pins on our property, which provide natural mulch in our front lawn.
- Just making property owners aware that this is a problem that can easily become serious is a step forward. I think replacing lawn areas with native plants is a particularly good way to reduce fertilizer use—and I am trying to do that with our property. Additional info on what type of plants will be environment-friendly and still thrive in our poor, sandy soil around Jenkins pond would be helpful.
- Sounds like a great idea. I personally don't care if my lawn is beautiful. I think we should just spray paint them green! No water, no runoff, no growth—no problem.
- Anything that can be done is always a plus in helping to preserve Falmouth's bays and ponds. I do hope a survey will let people become aware of the situation.
- Hopefully it will help preserve the water supply.

- Put restrictions on so-called “well water use”. It too depletes the ground water. Monitor the golf courses and garden centers for excessive water use (well or otherwise). Encourage grass clippings as fertilizer. Create a sample—natural lawn where people will see it. Enforce the water ban with real fines and stick to your guns. Water is crucial here on the cape. Protect it!
- Good job. Keep it up.
- In March and April give the public much more technical info in CC Times and Enterprise. The campaign is very good and needs only more publicity.
- I think it is a shame the amount of money that is annually spent on lawns and fertilizer in the US. Secondly, I think that lawn companies over-fertilize in order to sell product, and in most cases, to unsuspecting customers. My only hope is that in some way these companies could be held accountable in contributing to polluting our ponds and streams and eventually ban their practice in Falmouth.
- I thought that this mailing on friendly lawn care was great. I talk it up with all my friends. My understanding is that the majority of homeowners still do their own lawns and the more education that they can get, the better. I still know many people who do their lawns improperly. Repetition of the same messages is important.
- By ignoring septic system N sources, which are 80-90% of the problem, and focusing on lawn fertilizer, which I think is 5-10% of the problem, you may well be doing more harm than good!
- All in favor.
- I think that it is a great idea. Do you intend to give everyone a brochure?
- I do feel that leaching is happening and that is why we do not use any fertilizers on our lawn or gardens. Also, we don’t like the fact that the animals and children walk on the fertilizer on the lawns. I disagree with the amounts that leach into ponds. I feel that some of the fertilizer is absorbed into the grass, plants, etc. It is a problem, but how much? The golf courses are the problem!! Not so much the homeowner. Stop the golf courses! They also steal water from the town supply.
- Change the rules on gold course and their programs on grass care and greens. The town should take great care in the fertilizing of green areas.
- Have appreciated your mailings, which are well designed and informative. Would also welcome your working more with area merchants to ensure that environmentally friendly lawn care products are readily available for purchase. A brand name guide, if feasible, would also be helpful. Thank you for your hard work.
- Very pleased to see this campaign. Wish the “Water Police” would fine folks who disregard water restrictions. We think chairman, Mr. Jack Barnes and his committee are performing an outstanding public service in volunteering their time and energies toward our waterways’ pollution problems. We are fortunate in having base personnel on board with their input. Our bays and ponds can be reinvigorated if each individual does their share to reduce chemical runoff.
- I love it!
- Less fertilizer on golf courses, town greens, etc.
- Keep at it!

- The major problem is septic failure. Fertilizer is only a small factor (10-15%). Therefore, 90% after the major problem.
- I think people need to be aware that there are other ways to landscape their properties without lawns. Maybe a display or a demo at a park or other outdoor meeting place with ways to keep Falmouth beautiful.
- You have to get the attention of the older folks who just keep doing what they've always done. Well water comes out of the same place as our drinking water.
- An improvement! Keep on everyone—businesses and homeowners.
- Excellent. Keep it up. Try putting it into people's heads that green grass is ugly. Try zoning to limit % of lawn to lot size. We continue to replace lawn and groundcover such as bearberry, juniper, etc. We have been doing this for about 5 years. A couple more years and we'll be there. Also, lean on the town.
- Good idea to make everyone aware that what we do each and every day is so important to our environment. Too many of us take everything for granted. It's time to obey a few rules and preserve Falmouth. Perhaps other towns will catch on and the Cape will be an even better place to live!
- The mailings are very informative. We recently discontinued our lawn service provider and are planning a more environmentally sensitive approach to our lawn care. So, all informed advice if helpful to us. Thank you for your work in our area.
- In my opinion, it will require legislation to effectively reduce fertilizer use.
- I think it's a good thing, but I think there is a lot of building going on that is affecting things too.
- A very worthwhile effort. Keep up the good work.
- Encourage non-lawn landscaping.
- The campaign is very good and it is very important that the Cape garden center and lawn companies promote organic products. I think that a major problem is that people believe that to have an attractive yard, you must have a lawn. Most people think that I'm odd to have a new home with no lawn. Last spring I attended a talk at the Waquoit Bay Reserve given by Heather Wright Landscape Design on Cape-friendly landscaping. I received a list of native plants. This type of info is needed in Falmouth.
- I think it's good. Where do we find these recommended fertilizers? I couldn't find them at the Home Depot. Why not start a cooperative source for these fertilizers, buy in bulk and pass the savings on to users.
- It helped me realize how important it is to know what is being put on my lawn. I never knew the difference between one fertilizer and another. Now, with a bit of knowledge I can ask questions about the type of fertilizer being used. I do feel that more has to be done to make part-time residents realize this. I have seen them fertilize every other week and water everyday at any hour.
- We would like more info on how to plant a Falmouth-friendly lawn.
- It's a very good idea. We need to make more people aware of our fragile water systems on Cape Cod and how small-targeted changes in our lifestyles can have a big impact on these crucial systems. I am a science teacher in Bourne and I often reference the "overuse" of things like chemical fertilizers and pesticides in our environment, and the negative impact they can have.

- This program raised my level of awareness and caused me to rethink my lawn-care practices.
- I strongly agree with the campaign, but I wonder why I never see any mention of the golf courses that over-fertilize. There are several golf courses in the natural drainage area of the plume.
- I think it should be more than just a campaign, and should target businesses as well. I am next to a golf course on a pond and their runoff alone seeds and fertilizes our lawn, and causes our driveway to need to be mowed and the beach to sprout vegetation and the frogs, turtles, and fish to dwindle. I think it should be illegal to fertilize anywhere where there is runoff into a bay or pond.
- I am not familiar with the campaign so cannot comment at this time.
- According to my lawn service, the amount of nitrogen release/leached into the ponds is minimal. I do try to water only when absolutely necessary and cut high. You need to provide names of organic fertilizers, and who will do it for me at a reasonable cost. (Lawn service is available, but very expensive).
- Great idea!
- Terrific! Much needed.
- It's good.
- I have used Gardens Alive organic products for many years. I am glad to see an effort made to educate others about the benefits of using organics.
- I feel the info sent is helpful. However, I believe the town of Falmouth hires the Lawn Company to fertilize its green areas. This service may have been stopped. I would like to see the town of Falmouth lead by example and start using all organic-based fertilizers.
- I believe in following the rules and regulations set by the town of Falmouth.
- Very good. I've changed lawn care.
- I have your latest postcard posted on my refrigerator. It is a helpful reminder. Need more info on fertilizers.
- If you have 8" or more of loam, there is very little leaching.
- Excellent!
- I do agree with the continued mailings and awareness campaigns. The more we hear and see it the more we will listen and try it. I've heard of excellent results with organic fertilizers and intend to try them starting this month for fall job. Suggestion: Ask for pictures and write-ups from local land and business owners that have gone more "natural". Ask for their great results and use them to encourage others. Wood Briar Golf Club on Gifford St. is an excellent example of healthy, organic lawn care.
- I agree with the campaign—it should be followed nationwide.
- Great—hope people listen!
- More publicity might yield greater participation.
- This is an important program to reduce the nitrogen loading on our natural resource—water. These products need to be easily available and competitively priced. Advertisement and articles in the local newspapers help to educate the public. Landscapers will use what the public requests.
- Sewer!

- The campaign would be more effective if it didn't show people fertilizing with a smile on their faces.
- This is an important project that requires as much visibility and promotion as possible.
- I have difficulty with others who have lawn services and have in-ground watering systems. They disregard water restrictions because there is no enforcement. These automatic systems need to be addressed. Also, people clear-cut and mow so short that the grasses burn and the soil erodes. The conservation commission seems not to have the manpower or ability to manage the land along Great Bay Road or Great pond. People dump leaves, lawn clippings, and other waste over the bank with little regard for the consequences. Trees have been "vista pruned" to the point of dying near Randolph Street and other areas.
- Your job is important. Prudent care must be given if our environment in Falmouth is to improve and not be further damaged.
- Very good so far. It's amazing that people won't comply.
- Very informative and useful. I will, and have, changed practices.
- Excellent!
- The program needs to be far more stringent. Why not outlaw fertilizer? At least within leaching distance from bays and ponds. Give huge property tax cuts to owners who plant native plants. You need to limit the number of boats. Ponds have brown water, which resembles that of Falmouth Harbor. Close boat-launching ramps in Great pond and Green pond. Many boaters who launch each weekend are not from Falmouth. At least, any non-resident launching a boat should pay \$150 for the environmental impact. Enforce no wake, and no more moorings. Save Great pond from June-October.
- I think that if anything is to really be done, the campaign needs to motivate and convince the lawn companies and fertilizer companies that they need to re-examine what they use. A fertilizer created with environmentally friendly materials should be the focus.
- Good campaign.
- Very helpful lawn tips received.
- Great job. Provide research data.
- I am impressed with your determination. Good luck! What about golf courses?
- Please send brochures, articles, notices, etc. at garden centers, etc. NO telephone calls.
- The plume committee has done an excellent job of trying to change bad habits. Keep at it.
- Very good idea.
- I don't think enough people realize how serious this is. I moved here 10 years ago from a Chicago suburb where people have destroyed so much natural beauty just because of their lawn service. Most ponds are now just deprived of life and filled with smuck. Also, I live on Bourne's pond where I see people still with their laundry water, etc. being piped into the inlet under docks. People would fight against a chemical plant in their neighborhood and yet they produce as much pollution in their own yards!
- I am not familiar with the above, but it sounds like a very good idea as long as it is not a fluke just to raise taxes.

- Somehow we need to get the Lawn Co. to engage in a debate publicly about this. When I challenge them on all of this, they cite all types of studies to the contrary, or they go into a memorized garble that is not understandable to this highly educated homeowner. I want an easy way to test for nitrogen—as the Lawn Co. points out, you don't really tell where to test for that. And I want pressure put on those who have more than 1000' of grass on the ponds.
- Clean waters are so important to our community, for the safety of all living creatures. Any measures needed to prevent poisonous pollution from severe, “chemically” fertilizers are welcomed by the consumer.
- Otis Air Base should be correcting their long-time problems through government cleanup. Falmouth has been instrumental in voicing this on-going problem through state and local reps. I'm for backing up all efforts to address and move on with this pollution problem.
- Most wealthy waterfront people use these services.
- It's a great attempt to control matters before things get completely out of hand. Let's hope all landowners realize the seriousness of this situation.
- Please tell people that lawns don't “die” when they go brown. Most people who water think they're keeping their lawn alive. Just don't water.
- It's a fact in the wind.
- Great job!
- Good job. Keep it up.
- It's a great idea. I just don't understand why people worry about keeping lawns perfect and green. Let nature take its natural course.
- Please continue raising awareness of this issue.
- As required by the conservation commission, we were allowed to put a very small lawn in front of our new house. I believe this was appropriate and will help to preserve Falmouth's bays and ponds.
- Keep up the good work.
- Believe in it whole-heartedly.
- Ineffective! Put in sewage to preserve ground water and bays.
- Nitrogen pollution is indeed a serious problem, but you present absolutely no proof that this is derived from chemical fertilizers. They may contribute, but so do organic fertilizers and both of these may represent a small part of the problem. What about water runoff from animal pastures? What about compost heaps? What about vegetation disposal? What about the failure to provide a sewer system? The questions are so biased in the choice of answers they are amateurish.
- Great program. Have signs available for homeowners and businesses to put on their lawn stating that they have a Falmouth Friendly Lawn. Showing support for the environment rather than showing it with the greenest lawn in the neighborhood.
- Provide pamphlets, newspaper articles that outline steps to take to grow a lawn and maintain it with minimal impact upon the local ecology. List garden supply stores, hardware stores, etc. where helpful info or supplies can be obtained.
- Keep up the good work. I use no fertilizer on my lawn and it's in great shape. The drought killed the weeks, and now it's in good condition.

- This is a great idea!
- It is excellent. It is necessary and should be continued.
- I wish I could post the mailings all over the emerald-green lawns I saw this summer, especially the weekend residents who will also complain of the algae on their private beaches.
- Garden centers should display fertilizers recommended for a Falmouth friendly lawn.
- Wonderful idea. Better late than not at all. I would like to see stress placed on not watering lawns once they're established. During the drought this summer I only watered the vegetables and the shrubs and trees once a week. As soon as the rain came the grass bounced right back, lush and green—lots of weeds too, but they're green and when mowed looks fine to me. Haven't watered the lawn the last 20 years or more. What a waste of such a precious resource. Something should be done about golf courses as far as the use of fertilizers and water. They are big consumers—all that grass having to be kept so perfect. Even if they use well water it still comes from the ground and there is not an unlimited amount in case anyone hasn't noticed. I wouldn't want to hazard a guess as to the chemicals they have to use as well. A new type of grass that wouldn't grow high and could tolerate dry periods, would be a break-through for them. Thank you for your info and this opportunity to share my opinions. Keep up the good work.
- Good efforts from your group. So appreciated that someone took the lead. Suggest comparison chart of commercial products for lawns that are consistently
- Environmentally aware versus Falmouth Friendly Lawn-care practices.
- Keep up the good work. Education is key.
- What is the campaign? I've received mailings of this sort previously, but still don't know what the Falmouth Friendly Lawn Campaign is. How about a summary page the next time a questionnaire is sent.
- It is a problem, but not the biggest one. I thought the mailings were good, but it seems most part-time residents have lawn-care professionals. It would seem to me targeting the lawn care people is key. How about a tax refund/break for using "friendly fertilizer"?
- Waste of money. People will do what they want—to hell with tomorrow. The only way to tackle lawns is via water restrictions enforced. The town doesn't have the guts to do that. There are too many developed business interests. Bays and ponds will be here long after we run out of drinking water. We have to have green so the tourists will come. Only when the town is a desert will it see what it should have done. Then it will be too late.
- Don't allow houses to be built so close to the ponds and inlets. Do more with small sewer treatment plants, like Seacrest Hotel.
- Great job. Keep it up.
- I don't know anything about it.
- Excellent program. Well thought-out. Don't forget the high school children. They should learn this now for their future. The program should be ongoing. Again, teach the youngsters—even the lower grades—have them talk to their parents.
- I have had no experience with this.

- To preserve Falmouth's bays and ponds, Falmouth needs to continue expansion from "Phase 1" of the sewer system, in particular, connecting properties close to ponds and bays where seepage into ground water is probably the primary cause of pollution. The Lawn Campaign is good, but without the above being accomplished, it's a losing battle. Eliminate or control waterfront, bay front, and pond front growth of properties until adequate sewer systems are completed, activated, and tested.
- If you want to be really effective, push for property tax or state tax incentives for homeowners who don't use chemical fertilizers.
- I think it is a wonderful service to help make people aware. Keep up the great work and advertise via booth at the fair maybe.
- It makes all of us more aware and will eventually lead us to change our ways of taking care of lawns. Though change might be a slower progress for some of us.
- Send me a brochure or at least another because I don't remember receiving one. Perhaps send out a brochure at the beginning of April each year, or maybe post brochures at public gathering spots. Good luck!
- I live on Teaticket Path and am very receptive to the educational info sent to me on how I can help to reduce the amount of nitrogen in our ponds.
- No knowledge.
- Good idea.
- More education (brochures, mailings, etc.) and more focus in media.
- I don't know how you can change people anymore, but the ponds around our area are so foul. Take people with green lawns to smell the water. Perhaps they'd be motivated to change. Perhaps it is time for mandatory control—like the water control.
- Keep up the good work.
- If data can support the supposition that nitrogen is largely responsible for eutrophication, then educate, don't legislate.
- It makes for a good idea. However, until the selectmen get water restrictions reinforced, sewage treatment working, and the rest of our water and harbors protected, nothing will be worth anything.
- Should make homeowners more aware that they should have their septic system upgraded and inspected—more so if they are 20 years or older. Also, more direct mailing about the use of proper fertilizers would be useful, as some residents do not buy the local newspaper or if they do, may not read items pertaining to this matter.
- Don't know a damn thing about it!
- Households must take care of what fertilizer is used, but more importantly, golf courses must make changes too.
- I don't really know.
- Good idea.
- I'm in the tree care business and have tried for years to stress your ideas to people, plus the importance of planting shade trees to aid in cooling the environment and cooling the summer temperatures.
- New homeowner—don't know anything about it.

- Very needed. Ocean water comes into our backyard.
- Excellent.
- If you really want to prevent nitrogen from polluting ponds and bays, have them stop building cluster 40B and others near areas of ponds. Also, stop the septic tank problems from polluting the ponds as they have in E. Falmouth. If we had a health inspector with half a seabag he would have stopped the building on Gifford St. next to our water supply and done away with auto salvage business next to it. It shows the way they think—they had to get a survey done by you people.
- Make sure various companies providing lawn services use only organic fertilizers where they are within 500' of any body of water. Make it a local conservation by law.
- I believe most people tend to over fertilize their lawns. I also believe it is one of the major sources of pond and bay pollution, the other being septic systems (too many in sensitive areas). I think that to change people's way of thinking in lawn care you will need to barrage them—TV, radio, newspapers everywhere, especially spring and fall.
- The major problem is septic systems in home on ponds and other waterfronts. To strongly reduce this problem, everyone living in these areas should by law have self-contained septic systems, which they would have to maintain at their own cost. Having the town put in its own septic control is too expensive for the rest of the taxpayers.
- What is needed is more info to the citizens of Falmouth. Most people have no knowledge of the dangers or are careless about fertilizers. They need to be constantly told and they need to be responsible for their actions. I believe it is absolutely essential if we are to preserve our waters. Once can use less organic fertilizer than high nitrogen content ones and receive a better lawn both in content and appearance. It is a win-win situation for all.
- Putting out excellent, easy to understand info.
- Very good project! Please make sure summer owners and rentals obey fertilizer and watering rules. I noticed a lot of people watering when they shouldn't have been this summer.
- The campaign is a very good idea, but the summer residents don't seem to want to participate. Isn't there some way of reaching them?
- It's a good info tool, but people's entire attitude about lawns needs to shift in order to make much of a difference to the pollution problem.
- I am not familiar with this campaign.
- A helpful and informative program.
- Good luck. You are dealing with a bunch of rich people who care only about themselves.
- Literature is user-friendly.
- Haven't really gotten into it this year. Expect to consider some of the new info, which I am sure we will be given more of this year. Mailings house to house with the info right in the hands of the people.
- Keep up the good work.
- Since our home was purchased with the intention of retiring to the Cape with all its beauty, we will and are responsible for helping to maintain its beauty.

- We have lived in this home for only 14 months and are unaware of this campaign. We sadly will be moving out of the state in December.
- Haven't received any info regarding this campaign, other than this questionnaire. The only info came with the water bill. I generally do not water my lawn when there is a water shortage. I water if I put down new seed. In the summer the grass is dormant until the weather is cool and we get rain. Because of the drought I did not mow or have to mow my lawn from early June to late September.
- We need to better promote "Falmouth-friendly" grasses and fertilizers. I really care about our water quality and would encourage others to use products and practices to promote green lawns and clean water. Stores like Mahoney's would be a great place to start. If the tools and products are clearly identified as "Falmouth-friendly" then I think others would join the effort.
- The brochures, newspaper articles, etc. have been very helpful in making me aware of the problems that chemical lawn fertilizers can cause. We now use organic fertilizers by Organica. We also have reduced the use of pesticides to a minimum or not at all, whenever possible.
- I think it is a good start, but I think lawn care services and homes with extensive lawn area need more education to really help the problem. Driving around Falmouth I notice most low and moderate-income homes don't seem to use as much fertilizer as high-priced homes and places such as golf courses.
- It's good to keep the public aware of the problem by spreading the word. Keep educating the residents on an ongoing basis.
- I have been persuaded to think more about the environment.
- I live in Ashumet Valley and I am very concerned about both the Paul Harney golf course and the Mass Military Reservation. I am a lifetime Cape resident and the changes I see are deplorable, especially in the Falmouth/Mashpea area. We used to have woods, a flea market, and a natural environment. Now we have malls, Dunkin' Donuts, and shopping centers on Cape Cod. This area used to be paradise because it was undeveloped—now it looks like "New Jersey" or Long Island. What a waste!
- Extremely important to educate the public. We still have a long way to go as the organic fertilizers are not highly promoted even at the stores that carry them. They can be hard to find. Most people I know do not read the label on the back for application rates—they don't even know it's there. They guess how much is needed. I have been an organic gardener for 30 years and do not always get a good reception when I ask for certain products at local stores. Chemical products are still more widely known and favored. More knowledge should be pressed on the public regarding the decline of shellfish and growth of algae due to chemicals on lawns.
- Suggestions: Public info forums and workshops. Volunteer to clean up the bay or neighborhood campaigns. More frequent info mailings. Well done!
- We need better control on the summer residents. When they arrive, the first things they do are water and fertilize their lawns. You can tell the non-residents from the residents. Their lawns are green while ours are brown and dry.
- Good effort.
- It's a great idea—I wish more people would participate!

- Good job! Please try to better educate the lawn companies. When we speak to the representative, he tells us they can and do use organic fertilizers, but then tells us all the reasons they are less effective. We will insist next year.
- I am not aware of this campaign, and therefore have no opinion.
- Great campaign—I hope it works! We need to increase awareness of the problem.
- More publicity. Hadn't heard about it until this letter.
- We have been in Falmouth since 1947—same house and same furniture. Every year households are the same, but the taxes go up on the same things. I can't understand it. I paid my taxes on time. About the fertilizer problem, the year-round residents keep their places neat and respect the town's problems.
- A much larger problem than nitrogen is “Where has all the water gone?” We still have a gov't “cover-up” operation, combined with drought and well are not returning the water to Ashumet.
- The mailings I received this year informed me of this problem and prompted me to spend 3x more on organic lawn products to help this very important cause.
- If sewage were run down (Maravista-Falmouth Hgts., Acapesket Davisville, Central Ave) all these roads it would help the problem.
- I think the brochures sent around were good, although we were already doing most steps toward having a Falmouth-friendly lawn. More could be done through garden centers. Many staff are not well-informed about lawn fertilizer, yet they are commonly asked for opinions.
- I have a lawn care company. They treat the lawn periodically. I will question them on fertilizer and how it will affect the ground water.
- Human waste from waterfront properties is the #1 source and those property owners should be encouraged to fix their problem. They have the waterfront appreciation, they should pay to fix their systems. Taking water out of water areas for lawn care is a problem not usually addressed, but this pushes fertilizer back with the runoff. The town of Falmouth drainage off Shorewood Drive should be fixed. It is a source of erosion and nitrogen.
- Preservation of the Cape is of utmost importance. Any effort to protect the environment is worthwhile. A means of penalizing offenders is needed. There are too many scofflaw materialists who just don't give a damn.
- Sewer! Sewer! Sewer! The town should adopt inspection of each property to ensure that existing systems are properly working. Stop leasing the bogs to cranberry growers that release all the chemicals and waste downstream. If we can spend \$60 million plus to provide better air and light to one town school, what is holding our leaders back from sewers? Votes? Take a stand! Take a risk! Do it now!
- An effective attention-getter.
- Time will tell. Bold ideal! Green grass still yells a mid Cape area. A lust green carpet of grass near the harbor. We must strive to keep a chemical-free environment for the future. Save our ponds!
- I am fully supportive of this campaign. However, I would like more definitive info on the greatest cause of nitrogen pollution in our ponds. Although far from being an expert on the subject, I question whether fertilizing lawns is a significant contributor when properly applied in the

recommended quantities. I believe septic systems are a more serious source and believe that the public will have to agree to pay the cost for mitigation.

- Excellent—as long as everyone cooperates. Working together is the only way to keep chemical use to a minimum.
- I think it's a very good idea, and we should try to do the best we can.
- The taxpayers of Falmouth should appreciate the effort put forth by the Falmouth selectmen and the Ashumet Plume Citizen's Committee. Could the town make organic fertilizer more available, possibly in bulk, to the taxpayers? This would be very beneficial to the many concerned.
- I think Falmouth should worry about the "Building Craze" going in the town. Also, they should be concerned about how much water and sewerage is being used. It's far too overcrowded. Many more lawns and gardens are being fed. What on earth are they doing to this beautiful little Cape Cod town? It's being ruined, not to speak of all the affordable housing. Worry about that Falmouth Fathers!
- Not familiar with this campaign.
- The septic systems are being pumped into our harbors. At times the smell and sight in our harbor is _____!
- Less fertilizer means less cutting, less cost. Mulch left behind to break down keeps it green. I've been doing it in Hopkinton for over 10 years, and have always had a nice yard. I will do the same in Falmouth. It works!
- I only remember reading one mailing on the topic.
- Excellent! Keep up the campaign.
- Great! Hoping for continued success.
- I agree with most of this, but I did most of these things before (except paying attention to the type of grass to use).
- A worthy cause. I live within walking distance to a fresh water pond so the nitrogen issue is of great concern. I think local garden centers and nurseries should promote organic material more, and manufacturers should make them more economically feasible to the average homeowner.
- I need to know more about the campaign. Will you please send me some documentation? Anyone who helps to maintain nature has to be on the "A" list, at least mine. Thanks.
- Good. I go by the rules of watering, but my neighbors on both sides of me water anytime they please.
- Good idea, but you need to reinforce the message with frequent reminders on frequent activities. On grass clippings, you need to provide better evidence that this will be good for the lawn. You need to offset negatives—appearance, etc. Focus on sellers of fertilizer, seeds, etc. Banners, handout, etc. would be helpful as well.
- Your work is commendable, but you are focusing on only about 10% of the source of nitrogen in estuaries. Most comes from septic systems, and that is where we should focus most of our effort if real progress is to be made.
- Seems to be helpful. I am pleased with the results.
- Good idea. Please do not call me selling fertilizer or lawn products.

- First time I heard of this. How about spraying and fertilizing shrubs and small trees—this I have done by tree service.
- I commend you for undertaking this challenging job of influencing Falmouth homeowners regarding the preservation of the bays and ponds. Your efforts thus far have certainly raised people’s level of awareness of the problem. Keep up the good work.
- Great! Public awareness is your best bet. Hopefully there are good people who live here now that will heed your warnings. This is a beautiful place, but its beauty is so threatened. Thank you for your efforts. You are doing it perfectly. Friendly is the way to go!
- Good work. Good media and fliers. We need to educate the lawn companies and golf courses.
- I am fully supportive of anything you can do to address this serious problem. As a family, we do our share in foregoing use of fertilizer and pesticides. We are also cognizant of what we empty into our septic system because we live at the edge of Bourne’s Pond. Accordingly, we do not use a food disposal, washing machine or dishwasher in our summer camp. While such restrictions might be helpful, they would be hard to enforce and probably resisted by year-round residents. Many towns do forbid installations of food disposals in residences on septic systems. West Boylston has also instituted a ban on automatic sprinkler systems. I am enclosing a pamphlet put out by the Garden Club of America when they focused on issues of water quality and supply several years ago. Their 600+ member clubs were encouraged to spread the word to communities nationwide. Reprinting of the pamphlet is allowed. Perhaps the Falmouth Garden Club and area nurseries can help spread the info. Or, perhaps the enclosed humorous piece addresses the problem from a different perspective. Also, Tower Hill Botanic Garden is a great place to see what can be done without chemicals. Xeriscaping and native plantings should also be encouraged.
- Targeting septic systems along coastal areas would also help clean up ponds.
- There is never a need to apply weed killer, they are all just wild flowers. Never need to apply bug killer, they are part of the natural environment. There is no need to water a lawn, the lawn will take care of itself and the native plant thing is a bad idea (poison ivy?).
- We think your campaign is great. However, your committee must also always try to preserve the embankments around the waterways and stay the erosion. The grass and shrubs along for instance Great Bay Pond Road where our home is. Soon there will be no embankments. Please ask your committee to look.
- Enforce existing water usage laws. Keep up the education campaign by providing brand names of “friendly” fertilizer and where you can get them. I don’t water at all.
- Turf lawns suck up correctly applied fertilizers like a sponge and provide mass. Nitrogen from septic systems is the problem.
- I think it is terrific and I thank you all.
- Appreciated the information. Keep up with the info and keep people informed. This is the way to go. You cannot rely on suppliers to do the right thing.
- Emphasize the beauty of the natural landscaping used at the town hall and the negative aspects of nitrogen pollution. Fight hard to keep more golf courses out of Falmouth.
- Ineffective. It’s only half the job. The other half is the installation of a town sewage system. Nobody has the guts to get it started because the republicans have turned the word taxes into a boogiem.

- Keep up the excellent efforts.
- It is an important campaign. The more information that reaches the public, the better.
- Make it mandatory.
- I think it's great! However, many neighbors are not aware that they are polluting.
- My lawn is all weeds right now and I'm reducing it as fast as I can by putting in perennials and bushes and trying to think of some way to not have a lawn and have it still look attractive. No luck yet, but I can still reduce it more and maybe somehow I can come up with an idea. I hate the care of a lawn and I'm getting too old for a veggie garden around my home. I guess selling it and moving into town would help.