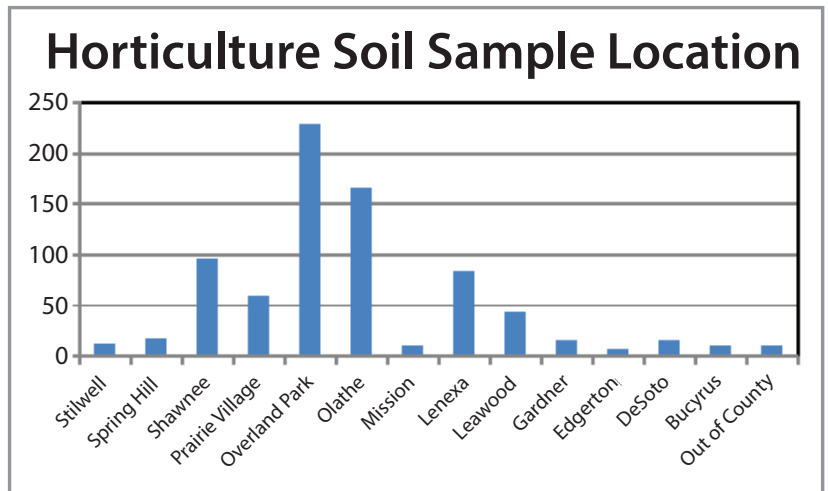


Extension Provides Services Residents and Partners Value

Extension Program Spotlight: Horticulture

Improving Water Quality in Johnson County

Stormwater runoff is a leading contributor to contaminants in our county's streams and lakes. Johnson County Extension works with Johnson County Government and local cities and businesses to educate the public through a strategic marketing campaign on ways residents can help reduce nonpoint sources of contaminants during stormwater runoff.



Choose your lawn




It all starts with a soil test!

If you crave that spring green, fertilize this September.

- September fertilization is critical to your lawn's health
- Applying just the right kind and amount of fertilizer saves you money and protects our water quality
- Get one free soil test and personalized recommendation for your lawn from a local university expert

Start your lawn off right! JoCo Residents, get one FREE soil test. Learn more at johnson.k-state.edu or call 913.715.7000




In partnership together

Funding provided by the Johnson County Stormwater Management Program. Limit one per Johnson County household.
Kansas State University Agricultural Experiment Station and Cooperative Extension Service | K-State Research and Extension is an equal opportunity provider and employer.

Water quality ad, *JoCo Mag* Summer 2018

KEY FIGURES

2017 Marketing Impacts

- Personal contacts: **5,716**
(soil testing, Healthy Yards Expo, and community outreach events)
- *The Kansas City Star* mass media contacts: **1,750,000***
- *KC Star 913* soil test advertising outreach: **56,000***
- Social media contacts: **71,971**
- *Johnson County Magazine* outreach: **69,100***

*per ad or article

“ Our partnership has been a huge success. We realized that people are already going to K-State Extension for lawn care and land management advice, so it was simple for them to incorporate our water quality messaging. It’s a win-win for both of us.

Lee Kellenberger,
Stormwater Management Program Manager,
Department of Public Works

Free gardening hotline provides county residents with “just the facts”

The Extension Master Gardener Gardening Hotline is a year-round service available to all county residents to help them with their lawn and garden needs. Residents can call, send an email, or stop in and visit with university-trained staff and volunteers and get research-based, non-biased, factual information on issues such as:

- Lawn diseases like brown patch (*Rhizoctonia* spp.) and dollar spot (*Sclerotinia Homoeocarpa*),
- Dead or dying trees and shrubs,
- Noxious weed identification,
- Insect identification and remedies like Japanese beetles.

In 2017, the horticulture staff and volunteers assisted 5,012 hotline contacts. Staff and volunteers provide trusted, practical information, and help residents apply it to their individual need. Residents are told “just the facts” and left to decide what is best them.

The hotline also directs residents to other county resources like Jim Hoge, noxious weed director for the Johnson County Department of Public Works and Infrastructure.

“ Thank you very much for this information!!! I needed this info and didn’t know where to look.

Kim B.,
resident comment posted to
Johnson County
Government Nextdoor

KEY FIGURES

- Number of Hotline Contacts in 2017: **5,012**
- Number of Contacts through July 2018: **2,461**

Volunteer Spotlight — Extension Master Gardeners (EMGs)

Volunteers Services

- Design and Maintain 8 Demonstration Gardens in the County
 - Backyard Garden, K-State Horticulture Research Center, Olathe
 - Deanna Rose Children Farmstead, OP
 - Garden Gallery, Sunset Drive Office Building
 - Monet Garden, Overland Park Arboretum
 - Shawnee Indian Mission
 - Shawnee Town
 - Wilderness Science Center, Overland Park
 - Wonderscope Children’s Museum of Kansas City, Shawnee
- Gardening Hotline
- Speakers’ Bureau
- Information Fact Sheets
- Community Outreach
 - Healthy Yards Expo
 - Prairie Village Earth Fair
 - Overland Park Arboretum
 - Kansas State University Olathe Open House

2017 Volunteer Numbers

- Number of volunteers: **433**
- Volunteers hours: **51,223**



The Gardening Hotline is a free service.

 EMGs Put Money
Back Into Citizens’ Pockets
\$1,264,695.⁸⁷

**DOLLAR VALUE OF EMG VOLUNTEER
SERVICES DONATED TO COUNTY RESIDENTS**

K-STATE | Johnson County
Research and Extension

Serving Johnson County, Kansas since 1917

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