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Branding & Awareness Testing

With Center for Landscape Conservation and
Ecology

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Background

The Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) was contacted in May 2012 by Dr. Michael Dukes, director of the Center for Landscape Conservation and Ecology (CLCE), and asked to compose a proposal for conducting branding research for CLCE. Currently, the CLCE may have the opportunity to change its branding identity and would like to understand their key stakeholders' perceptions of the current brand as well as develop new branding ideas from those stakeholders. By conducting formative research, CLCE will be able to identify the effectiveness of current branding and communications as well as determine possible new branding and communications strategies.

The UF/IFAS Center for Landscape Conservation and Ecology (CLCE) was created by the Florida Legislature in 2006 to promote the protection and preservation of Florida's natural resources and quality of life through responsible landscape management—the “Florida-Friendly” program. The mission of CLCE has been to protect and conserve Florida's natural resources through research-based sustainable urban landscape practices. The center's long-term vision is to be the leading source of science-based information on horticulture and the urban environment in Florida.

CLCE promotes “Florida-Friendly” landscape practices to address the aforementioned threats and protect the state's economy and environment through addressing individual and commercial landscaping and gardening practices. CLCE is also associated with various landscaping and gardening organizations and programs, which cater to multiple audiences. Some of these major programs include: *Florida Master Gardeners*, *Florida Yards and Neighborhoods (FYN)*, and *Gardening in a Minute (GiaM)*. Addressing the commercial/business sector are the *Florida Yards and Neighborhoods Builder and Developer Program*, *Florida-Friendly Landscaping*, and the *Green Industry Best Management Practices programs (GI-BMPs)*.

Methods

The PIE Center began this project by conducting a communications audit for CLCE, which informed development of the moderator's guide that was ultimately used to conduct the focus group research. The target audiences for the Center for Landscape Conservation and Ecology include county Extension faculty, volunteer Master Gardeners and state faculty. It was determined that the focus group portion of this study should focus on Master Gardeners and county Extension agents, as state faculty perceptions could be gained informally. The specific areas chosen for this study were Orlando, Live Oak, and Tampa, which were chosen for their proximity and accessibility by both the Master Gardener volunteer population and professional horticultural Extension agents.

The PIE Center recommends, for academic rigor, conducting two focus groups in each location selected. The objective was to assess this target audience's perceptions of the center's current branding and to test for other potential branding options and elements before launching a new brand. The CLCE directed the PIE center on the specific target audience of the center as well as contact information for the participants needed to complete the groups.

The Florida Survey Research Center (FSRC) recruited participants for the focus groups and developed screening questions to ensure that members of the target audience were correctly chosen to participate in the focus groups. The PIE Center developed the moderator's guide and handled logistical issues, including moderating all six focus groups.

Participants in the focus groups were asked about their opinions on different environmental issues related to landscaping and gardening practices, their familiarity with different CLCE programs, and their opinions on proposed new names for the Center for Landscape Conservation and Ecology. The focus groups were audio recorded, transcribed and content analyzed. Constant comparative analysis was used to identify themes across all focus groups.

Communications Audit Results

A communications audit was conducted by the PIE Center for all web and print materials that CLCE is currently using. The goal of a communications audit is to identify the target audience, consistency of messaging, and identify ways that different communication strategies could be improved to better suit the target audience. The overall findings of the communications audit included that the target audience for CLCE is unclear, the relational structure of programs that fall under CLCE is unclear, and the everyday activities CLCE engages in are also unclear.

From these findings, the PIE Center made some key suggestions for CLCE. These suggestions included defining the target audience more specifically, clarifying the relationships between CLCE's programs, and improving its branding image. One way that was recommended to improve CLCE's branding image is through creation of an umbrella brand, which is an overall image or logo that is used to identify organizations that run many different programs or products, like CLCE.

As a result of the communications audit, focus group research was conducted to assess the viability and reactions to potential new "umbrella names" for CLCE. These focus groups included members of CLCE's defined target audiences, Master Gardeners and Extension agents. This report will highlight results from these focus groups, for which a moderator guided discussions around environmental issues relevant to landscaping and horticulture, awareness of CLCE's current brand and programs, and reactions as well as suggestions of potential new names.

Results

All quoted statements used to highlight thematic findings have stand-alone quotes and do not represent speaking back and forth. The focus group site location is mentioned for each quote, as to whether the participant was a Master Gardener or an Extension agent. Quotes were chosen due to their illustration of the thematic area.

Awareness of Issues Discussion

During the first part of the focus group, the moderator guided the participants through a series of questions focused on their opinions, concerns and knowledge about different environmental issues that are related to horticulture, landscaping and gardening and FFL principles. The issues were (1) water conservation, (2) fertilization, (3) irrigation, (4) the concept of native plant use, (5) the right plant in the right place, and (6) turfgrass. The participants were asked how concerned they

were about each of the following issues. Dominant themes for each issue were identified and are described and illustrated with quotes. The question posed for each issue was “How concerned are you about issues regarding ____?”

Water Conservation

The participants were first asked about what concerns them about the issue of water conservation. From their conversations, three themes emerged: *turfgrass*, *water quality*, and *water quantity*.

Turf Grass

Participants discussed feeling worried about the amount of water that turfgrass, particularly St. Augustine grass, requires. They also discussed being worried about homeowners not practicing behaviors that are conducive to preserving water.

- A horticultural Extension agent in Live Oak said, “Okay, so that’s the biggest water need that most of, I think, the horticulture industry sees in the landscape from a quantity standpoint. And we probably need to be looking more strongly at options and doing landscapes to reduce the turf and using more ground cover that are more drought tolerant to be able to preserve that.”
- A Master Gardener from Orlando said, “The other problem that I have seen and I have heard, is people that live on lakefront get upset because they have \$400 water bills from watering their St. Augustine four times a week, instead of twice a week or once a week. And they run points into the lakes and water their yards with lake water to avoid the water bills. Right now, those points aren’t monitored or...they have had to get permits, but they are not monitored. So, I mean, they are still watering their yard four or five times a week, but now it is with lake water which is better than using the water out of the aquifer. A lot of the developments now are going to reclaimed water for watering, which I think is a very good idea. And we are trying to get some of the developments to get away from St. Augustine.”
- A Master Gardener from Tampa said, “But, I think the importance of teaching people how much water you’re using and how to...and you’re right about the turf, I mean, we’re using a lot of water for something that’s not really as natural...meant to be in Florida.”
- Another Master Gardner from Tampa said, “Yeah, I certainly, totally endorse (name omitted’s) statement about turf on lawns, I think it’s actually insane.”

Water Quality

Participants also discussed concerns around the issue of water quality, both for drinking purposes and for watering plants. They feel this issue is important and are concerned about chemical and organic pollutants contaminating water sources. Some even do not trust their local public sources of drinking water or feel it is not high quality. However, others feel differently and think that the water sources in Florida are excellent quality.

- A Master Gardener from Orlando said, “And then the quality, with the pesticides and stuff like they had over in Apopka, and stuff like that, you know, with all the nitrogen and stuff.”
- A Master Gardener from Tampa said, “I was gonna mention all the chemicals that go into the Bay and all the people that mow their lawns and then they blow it all into the Bay. Really terrible. Grass is really terrible in my mind.”
- Another Master Gardener from Tampa said, “My area was one of the first in Tampa to get [reclaimed water]...and we signed up for it immediately until we found out the significantly high salt content that they didn’t bother to tell you and a lot of people lost a lot of plants. There’s a lot of things you can’t do if you’re using it. So we didn’t, matter of fact, we didn’t even put the pump in once we found out what was all behind all that.”
- A different Master Gardener from Tampa said, “Every now and then I get a little letter that tells me that there has been a blip in the system and maybe I would want to consider using bottled water if I had certain health issues. So, I have concerns for both of those.”
- A Master Gardener from Orlando said, “I don’t really know about the quality of the water that comes out of our tap because I don’t drink it without filtering first. I don’t actually trust that it is a good quality. I do water with it, but hey... So, quality and quantity, I think both of those are declining and in terms of the broader picture, not much is being done about it. People who are concerned, like we are, are doing things about it. But I think we are in trouble.”
- Another Master Gardener from Orlando said, “As far as quality, I can only speak to Orlando system, but it is superb in our nation. I don’t know if you live in Orlando or not... Well, they go through an ionized tertiary system and I think the water is better than bottled water. I will not do bottled water, I will not buy bottled water because of the petroleum.”
- A different Master Gardener from Orlando said, “That is one of the things that we were taught. The other thing....it is not just a Florida state problem, because of part of our aquifer is in Georgia and Alabama. It is just not Florida. I am sorry guys, I am on my own private well...but, if you go into like Clermont, the city water is absolutely terrible, it is full of iron; if you go into Howey and if they are using Number Two Well, it is full of sulphur. So, I mean there is a lot of problem with quality.”

Water Quantity

Participants discussed being worried about water being wasted, especially through inappropriate irrigation practices. Some expressed concerns about reduced lake and aquifer levels due to overuse of water resources.

- A Master Gardener from Orlando said, “Oh, well, the city tends to water the streets instead of the planting areas, on many occasions. They also plant the wrong plants in the medians.”
- A Master Gardener from Tampa said, “Well, I think water conservation is a topic that needs to be talked about all the time, all over. Because I think we all experience driving and seeing sprinklers going on while it is raining, or the day after it has heavily rained. People don’t seem to understand how much water is needed and the devastation that comes from too much water; how they can really harm their plants, not do them a favor. So, I think in terms of just...and a lot of communities, I mean, a lot of condos and public lands. I see a lot of municipal areas that are doing it and hospitals. I mean, it is not just individuals. You can drive all over any of these counties and see it.”
- A Master Gardener from Orlando said, “Yes, I’m very concerned about water because my lake is down about fourteen feet right now, Lake Apshawa. And one development is being accused of draining it and I don’t understand that. So, I think there’s something with management that needs to be looked at with how they get the water. And like you are talking about the watering the streets, I haven’t seen the watering program...water conservation take hold in Florida, because everyone still believes they must water their lawn twice a week, rather than you know, eight to ten days, something like that. And that’s a terrible waste, I believe, with our community at large.”
- Another Master Gardener from Orlando said, “I think we are running out of water and our government doesn’t seem to...our local government doesn’t seem to particularly care because they are interested in building more which places more strain on the limited amount of water that we have. So, I don’t think our local government is interested in water conservation even though it is probably one of the most important things that they could be involved in.”

Fertilization

Next, participants were asked about their concerns around issues dealing with fertilization of plants and lawns. From their discussion, three themes emerged: concern for *environmental problems* resulting from fertilizer use, *access to fertilizers*, and the public’s *values and expectations* around the issue of fertilization.

Environmental Problems

Participants discussed how they are concerned that too much or inappropriate fertilizer use can lead to environmental problems. Participants specifically mentioned that soil quality can be adversely affected as can water quality when fertilizer runoff contaminates water sources.

- A horticultural Extension agent in Live Oak said, “Right. Well, the other problem that I’m having is I’m seeing a lot more diseases because of it, a lot more root rots and a lot more problems because all of my...I mean ninety-nine percent of my samples come back...these guys are coming back with low phosphorous.”

- Another horticultural Extension agent in Orlando said, “Yeah, and I think fertilization is the biggest reason for the water quality problem.” The same horticultural Extension agent in Orlando later said, “And then you know, we have soil erosion. So, soil erosion right under the river can carry the phosphorus. So you know, a lot of times, you know, it’s...it is, it’s a really important thing and it definitely goes into the water.”
- A Master Gardener from Orlando said, “I think the issues that I have with fertilization is somewhat like what (name omitted) was saying. The general population have not come to the Extension office and they do not know that you really only have to fertilize about three times a year and that is it. But, in addition to that, with your landscape plants, for instance, and of course your herb gardens and your vegetable gardens...to rely only on fertilization, we know how destructive that is to the soil, it just sterilizes the soil, basically. And again, the message needs to go out, you can’t rely on just the fertilizer. And getting that message out is, of course, everyone’s challenge in this room. But, that is an issue that I have with fertilization, we need to better get the message out to use less fertilizer.”

Access to Fertilizers

Participants discussed how not being able to find recommended fertilizers in stores is negative and may encourage people to purchase fertilizers that are not appropriate for their purposes. Participants also discussed that the high price of fertilizer is a positive barrier that can prevent people from using too much.

- A horticultural Extension agent in Live Oak said, “Well I...I think the other problem is going off that, is the average person, the office person, reads our publications which are fantastic, but then they can’t find the fertilizer that we recommend in the store, you know? So, they’re calling us going, ‘What? What am I looking for?’”
- A Master Gardener from Orlando said, “I know when I worked for Walmart, you could go in there and get a forty pound, fifty pound bag of fertilizer for like \$2.87, or \$3.25, in the early nineties. One of the best things they ever did is that they severely raised the price on it. And I tell you, that has helped out with people over...I mean, people are always going to over...they over pesticide, they over fertilize...but I think that...you know, I don’t agree with high prices sometimes, but some things need to be controlled, and fertilizer and pesticides are definitely two items. “
- A Master Gardener from Tampa said, “Yeah, I know that there’s been a lot of restrictions put on fertilization, probably starting...I think starting this year. I think that the economy has more to do with less fertilization this year than anything else. You’re gonna get numbers from the county, they’re gonna be so proud of themselves, with what they’ve done. But I’ll go around my neighborhood of fifty-one houses; forty-eight of them used to have somebody come out there and fertilize the yard. You don’t see that anymore. You’re lucky if you see half a dozen people that will have a company come out and do it. The other fact is that on a common sense level, a bag of fertilizer is twice, maybe three times more expensive than it was a couple years ago. So, it’s not something you go grab now and just throw on the yard, it just doesn’t happen anymore. “

Values and Expectations

Participants discussed values that the public, particularly homeowners, have about fertilization. They discussed feeling that some homeowners will do whatever it takes to maintain a beautiful yard without regard for the environmental effects of too much fertilizer. Others felt that associations and government groups do not consider fertilization to be a priority while others felt that there is a need to change the public perception of a beautiful lawn in order to discourage over-fertilizing.

- A horticultural Extension agent in Live Oak said, “That’s the same thing, the abuse. The homeowner, ‘I want my yard looking prettier than yours, regardless of what it takes. I may even know that I’m not supposed to be adding the phosphate to my lawn, but I think that’s something that’s gonna give me the edge against my next door neighbor.’ They’re gonna apply it.”
- A horticultural Extension agent in Orlando said, “I got asked if our area, if our county has fertilizer ordinances, and it’s down at the bottom of the importance level in terms of homeowners and our county commissioners. They got a lot of other things to worry about, because it’s just not on the radar screen.”
- A Master Gardener from Orlando said, “Yeah, they literally have paint now, a tint so that you can paint your grass and it will be green all the time. But I think that that is something that really needs to be done. People just need to get a different concept of...just because it is Florida, the grass does not have to be a dark rich hue all year long.”
- Another Master Gardener from Orlando said, “It is successful, but we are still not reaching the majority of the public. It is the people that are concerned to start with, that are coming in and seeing us, either at a mobile plant clinic, at the plant clinic, or calling us on the phone. It is the ones that already want to learn. And that is part of what I think we need to do is to get people to want to...and I don’t mean being tree-huggers or any other thing, but we need to get people to want to worry about the landscape. Not just the landscape, but our water and our earth and the whole bit.”

Irrigation

The next issue discussed was irrigation. From this discussion two major themes emerged, concerns about the *efficiency* of irrigation systems and practices as well as *incentives* that are or are not provided to encourage proper irrigation practices.

Efficiency

Participants discussed that they are concerned about the inefficiency of irrigation systems and are worried about the irrigation practices they have seen. They feel rain barrels are not large enough, that overwatering of lawns and landscapes is common, and that sprinkler systems are often not maintained appropriately.

- A horticultural Extension agent in Orlando said, “I think there are some committed people that will do rain barrels, but the percentage of them is quite small and I don’t think people are using the rain barrel irrigation effectively, either.”

- A Master Gardener from Orlando said, “Maintenance is such an issue with irrigation systems. Somebody said earlier, not adjusted properly, they’re watering the streets, they’re watering everything except what they are supposed to be or they’re broken.”
- Another Master Gardener from Orlando said, “For some reason there is a disconnect with people with their irrigation, disconnecting with the water quality or quantity issue; your first topic...where people don’t examine themselves or sort of look at their impact. And it is such a simple thing to...if you have property and you have an irrigation system, you just simply need to pay someone if you don’t know how to do it, it is a simple little tune-up. They come, they check your things. They can move some sprayers and some pipes, check your rain gauge. I cannot believe the number of people that let their rain gauge break. It is a tiny little thing; it is not expensive and it is so important. That is what controls kicking your irrigation off. And I just know so many people and it is along the lines of what (name omitted) said about being busy...it is an excuse, but there is a disconnect as to irrigation that is part of the water issue that we are discussing. And we should all take accountability and if you don’t know how to fix it yourself, then you need to pay somebody to come and you really shouldn’t be allowed to run it. You shouldn’t be allowed to have an irrigation system that is just running rampantly out of control while it is raining. I mean, there should be a consequence to that.”
- A Master Gardener from Tampa said, “I’d like to add something about the rain barrels. You know, the rain barrel, we have rain barrel workshops, these rain barrels, I have six at my place and I’ve actually hooked them into my garden system so I can do either well or rain barrels. Well, unless you really have a lot of capacity, the rainwater, unfortunately...or have a lot of storage, unfortunately the rainwater’s a great idea, but you go through a barrel pretty fast, I mean, or even six of them.”
- Another Master Gardener from Tampa said, “The other thing that happens is people hit them with lawn mowers and then they spray in the air and the people don’t even seem to realize it’s happening. And it’s like, don’t you see all that water going in the air?”

Incentives

Participants discussed negative incentives as well as potential for positive incentives to encourage people to maintain proper irrigation equipment and practices. They feel that water restrictions can encourage too much watering and that more stringent financial penalties are needed for those who do not follow rules.

- A horticultural Extension agent in Orlando said, “And certain times of years...of the year, I think water restrictions actually waste water rather than save water because people are gonna water. It’s their day to water, could’ve rained yesterday, but it’s their day to water; they’re gonna water no matter what.”
- A Master Gardener from Orlando said, “I think that there’s a...of course, education is always key to everything, but basically people are lazy or they are busy in their life. And I think there needs to be some sort of maybe financial

incentives or credits, because it's my understanding that if you put in a new irrigation system you're required to have a rain sensor. But nobody's checking all the rain sensors on everybody else's existing house and even if you have your sprinklers programmed to two days a week, if you have rain sensor and it rains, they don't come on. But, there's nobody checking those. I know mine, I bought the house...it's sitting up there but, it doesn't work."

- Another Master Gardener from Orlando said, "You made a good point with the...you have got a little strip of grass here, but yet you are watering the concrete to get to it. And then another thing is the penalty or the deterrent against using that amount of water, what is it? We are going to charge you another \$1.45 per thousand gallons. What the heck is that?"
- A different Master Gardener from Orlando said, "I think that if we approached it and made it socially unacceptable to have your rain gauge be broken [irrigation practices would improve]."

Native Plant Use

The next topic was native plant use. From this discussion, two themes emerged. The first was *availability* of purchasing native plants for landscaping and the second was *confusion and misconceptions* about what native plants are and what they need to survive.

Availability

Some participants felt that it is difficult to find and buy native plants, while others thought that larger box stores and advertisement are promoting Florida native plants.

- A Master Gardener from Orlando said, "The concept of the native plants, it would be great if the big box stores got onboard with it because you know what? You can find perennial peanut maybe once in while, you can't find dune sunflower unless you go to somebody who is gonna grow it. You know, they're great, they're wonderful, but if you don't have it you can't plant it."
- A Master Gardener from Tampa said, "just in my community alone I'm seeing more and more people converting to Florida Friendly and even the big box stores, right, the Walmart's..."(S2, Pinellas 1)
- A Master Gardener from Tampa said, "Yup, yup, they're advertising it more." (S3, Pinellas 1)
- Another Master Gardener from Tampa said, "You have to sometimes go to a nursery...You have to go to a nursery that specializes in natives or something to really find much variety."

Confusion and Misconceptions

Participants feel that sometimes homeowners and the public are confused about the water requirements of native plants and wrongly assume that they are all drought tolerant. Participants also discussed concerns over people believing that native plants are better than other plants or that they are weedy and unattractive.

- A horticultural Extension agent in Live Oak said, “I think there is a perception that native plants use less water. But it goes back, is it the right native in the right place? I think overall, there is that perception by folks. You know, not thinking about...well, gee we normally get 55 inches of rain. So, they are still pretty heavy drinkers, so I think that is a perception.”
- Another horticultural Extension agent in Live Oak said, “Yeah, we do have a Native Plant Society, too, and they are very anti-anything other than native plants. So, they are very negative to other individuals that are using other Florida Friendly plants.”
- A different horticultural Extension agent in Live Oak said, “And the other problem is that we don’t have native soils anymore. So, it is not like you are sticking the poor little plant in its old environment. You are dealing with a whole new ballgame when you bring in these soils. And we are so close to Georgia, what if he is native to Georgia, but he just wants to come down a few miles, you know? I mean, we are excluding that poor little plant.”
- A horticultural Extension agent in Orlando said, “I’m concerned from two aspects. Number one; native plants there’s a misconception that they’re better. And number two; I think FYN is probably contributing to that misconception.”
- A Master Gardener from Orlando said, “Agreed, agreed. But native plants are not on that list. And there is still a...I think, a...I don’t know if stigma is the right word, that is kind of harsh, but most people consider native plants weedy. I have got a lot of them in my yard, and they are not weedy....So, not only do we have native plants, and there is a lot of strong advocates for native plants...I just gave a talk yesterday, and a woman said her whole yard is all natives. And I know my neighbor’s whole yard is all natives. So, there is a growing interest in natives. But I think that should be expanded, not just native plants, but plants that are hardy to Florida, they are not necessarily native. A good example of a plant, is Roselle. Roselle is very hardy to here. It grows like a weed here. It is not native, but it is drought tolerant, it is cold tolerant, it will come back. So, I don’t think it should just be native.”

Right Plant, Right Place

From the discussion about the “right plant, right place” concept, two themes emerged, the need for *definition and clarity* of the concept, and *critiques* of experiences with this concept.

Definition and Clarity

Participants discussed differing viewpoints on the clarity of the definition of “right plant, right place.” Some felt it is just a conceptual idea that needs to be more defined, while others thought that it is well known.

- A horticultural Extension agent in Orlando said “on exactly what that is; it’s undefined.”
- A Master Gardener from Orlando said, “So, it’s a great concept, but it’s still conceptual.”
- A horticultural Extension agent in Orlando said, “People know that phrase. So, even though they may be confused, say on a planning meeting about native plants being drought tolerant, when the...when somebody mentions you need to put the right plant in the right place, most of the people at the table have heard that expression before.”

Critiques

Participants also discussed critiques about “right plant, right place.” Some feel that the actual practice of trying to select appropriate plants for appropriate places is very challenging and others feel that the concept is not supported by research.

- A horticultural Extension agent in Live Oak said, “And it is a lot easier said than done.”
- Another horticultural Extension agent in Live Oak said, “But even if you try to do it right and you are thinking of all the culture that goes to it, and you are starting to bring in the aesthetics of landscape design, it becomes very challenging even for someone who knows what they are doing. I have the Master Gardeners go through an exercise of scenarios and they have to give me three trees and three large shrubs and all this stuff to make them think about all the different things that you have to think about when you select a plant for that place. And so it could be something like thorns or it could be something like fragrances that maybe somebody is allergic to or, you know, flowers that are toxic. And so you start bringing all these other variables, and it is not as easy as finding the right plant for the right place. So, easy to say; hard to implement.”
- A horticultural Extension agent in Orlando said, “And I’m concerned about the concept because I think it’s not a scientific concept.”
- The same horticultural Extension agent in Orlando said, “There is no research based on it. So, when we give advice, even if it’s the right plant in the right place, it may still fail. And so there is not enough data coming from UF.”
- A Master Gardener from Orlando said, “It’s a good concept, I mean it’s good, but it’s not an exact science and just because they say, you know, ‘This is for full sun,’ doesn’t necessarily mean that it’s gonna survive in full sun. So, you know, the right plant, right place is definitely getting it down the right road, but there’s a lot of little shoots off that you could go and it might work and it might not, you know?”

- A Master Gardner from Tampa said, “So, you know, I would like to see as far as right plant, right place and natives; I would like to see a little more tailoring by the University of Florida as far as what is appropriate for Pinellas County along the beach areas, what is appropriate for Pinellas County inland, what is appropriate for Hillsborough County. Because even within counties it is not all the same. But if you want to generalize, at least do it by counties or by some geographic nature. Up to now, generally speaking, the University seems to divide things between south, central and north Florida, as far as the general way they do plant material. But when it comes to natives and right plant, right place...even that distinction seems to have gotten lost, you know? At least I would like to see them go back to that distinction, distinguish those three areas of the state. Because there are so many south Florida plants that are being sold around here that are really not going to succeed well, long term.”

Turfgrass

From the discussion about turfgrass, two themes emerged. The first was around the *appearance* of turfgrass, and the second was about the *maintenance* of turfgrass.

Appearance

Participants feel that the public has high expectations for turfgrass to always appear green and lush, and that redefining what is tolerable for turfgrass quality would be helpful.

- A horticultural Extension agent in Live Oak said, “I think it is an expectation issue, too. Because when people see turf they expect it to look a certain way. Whereas if we kind of got back to the mixed turf, it wouldn’t be such a problem or people lowering their expectations...it wouldn’t be as bad. We over-baby the turf so much, then we cause problems.”
- Another horticultural Extension agent in Live Oak said, “But you are not going to get away with that in a Destin condo that they are paying \$300 a night for. It had better look like tropical Florida in lower Alabama, period or they are not happy. And if the guys can’t deliver it, that company is fired and we are on to the next one.”
- A Master Gardener from Orlando said, “Well, we need to redefine what people consider to be beautiful or what they desire.”
- Another Master Gardener from Orlando said, “So, I mean, there again, education on what is a turfgrass. I mean, they are bringing in the Zoysia, and that is fine, but the people aren’t going to like it because it is going to brown out too soon and not green up early enough.”

Maintenance

Participants discussed the time and resource intensive needs of maintaining turfgrass.

- A horticultural Extension agent in Live Oak said, “There is no question that turf is the most maintenance intensive and water using and pesticide using and fertilizer using.”

- A Master Gardener from Orlando said, “It’s got to be, all...all...according to [name omitted] and all the tests, and we’ve just had the Master Gardener Conference, they all take the same amount of water to keep them green. You know, bahia will go dormant and it’ll come back. If you don’t water St. Augustine, you gotta replace it.”
- A different Master Gardener from Orlando said, “It is actually, ironically, not easy. Turfgrass is not easy to do successfully and that is the irony.”
- Still a different Master Gardener from Orlando said, “And I think that also, like she said, they throw that in there and the people buy it real quick and they don’t know too much about plants, but one of the hardest thing to grow is their lawn. You know, the St. Augustine has a litany of problems, chinch bug, you can just go down the line with over fertilization...and if a grass likes water, a weed likes it five times as much. So, I mean, whenever you have that it just brings up a lot of other problems, you know?”

Awareness of Issues: Overall Themes

There were two overall themes that were common amongst all the discussions of issues. The first theme was *regulations and enforcement* and the second was *lack of education*. Quotes below are separated out by issue.

Regulations and Enforcement

Overall, participants feel that with more regulations and proper enforcement of those regulations, that some of the negative aspects of these environmental issues could be avoided or alleviated.

Water Conservation

- A horticultural extent agent in Live Oak said, “It needn’t necessarily be waterfront property, you know? In Gainesville you have the Haile Plantation where they have the homeowner association rules and regs about how...what type of landscape should you maintain or what condition it should be. So, then, oftentimes, that can lead to not following the rules and regs as it comes to water use, fertilizer applications, BMP information. So I think it’s not just the...it’s not just the lack of information, but just the requirements from the homeowner’s association perspective, too.”
- A Master Gardener from Orlando said, “I have a couple of issues. Growing up in Florida, it wasn’t a big deal. The population wasn’t so huge...the influx. I don’t think that our governmental regulations have caught up as much as other states who see a lack of water like out in the West. Florida has been blessed with a high water count, but now that we are getting more people, that is becoming an issue.”

Fertilization

- A Master Gardener from Orlando said, “I thought they were gonna move in the state of Florida, to remove phosphorous, that second digit. Just last week I was in two stores and they had 6-6-6 and 10-4-10. When I inquired, they said, ‘Oh, that’s not a law, we’re not required to meet that specification.’ I lost track of it, I don’t know who’s kidding whom in the deal. So there, too, is a lack of education and enforcement, I think.”
- Another Master Gardener from Orlando said, “I think there is also no licensing requirement for fertilizing. There is for pesticide. But, I think you need, we need licensing for lawn service providers who are going to be putting down fertilizer.”

Irrigation

- A horticultural Extension agent in Live Oak said, “Counties are passing ordinances related to irrigation, there is not enforcement of any of these fertilizer or irrigation management related ordinances. And in the end, what is the point? If you are not going to enforce any of these ordinances, then there is no point in passing them. The expectation is on the commercial side, that these guys go and get certification. But it might not be the commercial side that is actually the offender all the time. It could be a standard homeowner that manages their own landscape. But having these ordinances is not going to have any impact if they aren’t enforced at the same time.”
- A horticultural Extension agent in Orlando said, “Tragically, the city of Melbourne requires [a rain shutoff gauge for sprinklers] and yet the inspector drives by, sees the rain shutoff gauge and then marks it off, it’s not even hooked up.”

Right Plant, Right Place

- A Master Gardener from Orlando said, “I’ve a gripe a little bit with the county because I live in a community that’s twenty years old and who’s the planner? I mean they’re planting all these big giant trees and they don’t look up, they’re underneath all the wires, and they’re digging up...we just had to repair three sections of our wall because the tree roots went through them and lifted them up and split the brick walls. But, who’s in the county that’s deciding we’re gonna plant these gigantic trees, that we learned have three times the canopy size roots, in all the little medians?”
- A Master Gardener from Tampa said, “Look at all the trees under the utility lines, I mean. And then they get mutilated. It’s not like they were invisible.”

Native Plant Use

- A Master Gardener from Orlando said, “[HOAs] will require you to have, depending on your lot size, at least two live oaks, you want to cut them down within two years, three years. They become a hazard, they’re hard to maintain. There needs to be some discipline within the people who are specifying those things and coordination between people like us and the people who write those specifications.”

- A Master Gardener from Tampa said, “I just think what we should promote is the majority, or the base of your landscape beds should be native because that’s what’s here. And to me, it answers all of the things we’ve been talking about and then some, right?”

Turfgrass

- A Master Gardener from Orlando said, “It is almost an oxymoron, because you are watering it more often and it recovers slower. And then when we go into developers and homeowners and HOA’s, it is our county planning zone and zoning departments...they mandate how much turf you have to have. They mandate how many plants and trees have to go into a subdivision. So, it is almost like we are trying to fix something on this level and it really needs to be on a higher level because the HOA’s...it is not the HOA’s. It is not even the developer, the developer has to go by what the planning and zoning committee has said.”
- A Master Gardener from Tampa said, “What concerns me is that the homeowner’s associations were, I’m gonna say, all of them in our county require you to put in turfgrass.”

Lack of Education

Participants also discussed that lack of education amongst the public was a major reason for negative environmental outcomes and that if more education was promoted, these issues could be improved.

Water Conservation

- A Master Gardener from Tampa said, “I think a big challenge here in Florida is people understanding why Florida’s so unique, right? And why there is a water issue, right? That it’s not typical where you can have water gathered up north, right? Where you have the wells and all that stuff...it’s not like that in Florida with the springs and stuff. So, I think one thing I would recommend is more focus on education on why Florida is so different with all the aquifer and the fact that just because we’re sitting outside and we have a rainy summer like we got now, that we’ve got all the water we need; that’s not how it works.”

Fertilization

- A horticultural Extension agent in Orlando said, “There is a misunderstanding of what the purpose of fertilizer is for, and there’s also some ill-conceived ideas of...of the harm that it can and can’t do. So, I...and I think this goes both ways with landscapers and homeowners. I think there’s great need for education, just for the simple basic issue and then the environmental cost that fertilizer might have.”
- A Master Gardener from Tampa said, “Well, here in Pinellas County, we have that summer ordinance. And I find working the help desk that almost nobody really knows, you know? And it is out there, it is out there, but people come in and will say...they will have a problem and we will say...they will want to fertilize and we will say, ‘Well, you know you can’t do that until October 1st?’ ‘What? Well, I am really north in the county.’ I mean, I have had

arguments with people. I know that we are a county...I know that Hillsborough and Pasco are probably not the same, I mean, what is ours? We are zero phosphorous and no fertilizing with phosphorous or nitrogen throughout the entire summer. It is just amazing that nobody knows.”

Irrigation

- A horticultural Extension agent in Live Oak said, “I would say irrigation affects everything I do from a commercial standpoint. Because I mean, I see this all the time...the systems are not efficient. There is no state license for contractors, so we have got guys...we have a county license, but most people don’t use it or have it. So, we have people that have no idea what they are doing and then that efficiency affects the pest control, the product efficacy, fertilization, turf health...and this is mostly turf, but shrubs, too. Yeah, I mean, it is just lack of knowledge with irrigation and thinking that just anybody can do it.”
- A Master Gardener from Orlando said, “Well, just the idea of, as you’ve mentioned many times, education of the homeowners themselves is critical. One thing I’ve also noticed is the fact that, again, we live in Florida and this is fantasyland down here to the rest of the country and when they come they expect...they have certain expectations. Whether or not we can meet them or not and still survive, that’s I think the question in this round table. But, you’ve seen the number of golf courses, the number of businesses, go to the Disney Properties, they’re not...I mean, they may be bringing in their own water that may be reclaimed and whatever, most people don’t realize that it may be reclaimed. So, you know they’ve gotta keep theirs looking like this and it gets into one of these ‘keep up with the Jones’s thing’ and we’re all irrigating and nobody knows how much it takes to irrigate a lawn.”

Right Plant, Right Place

- A Master Gardener from Orlando said, “Mmm, hmm. Spent many an hour explaining to people if they had basic soil they should not plant azaleas, they should not try to change the soil, they should accept that they have basic soil and plant blueberries.”
- A Master Gardener from Tampa said, “Well, educating the landscapers, not only the ones that put in the new developments, but just your average guy.”

Native Plant Use

- A horticultural Extension agent in Orlando said, “So, that’s a misconception that a lot of people have. ‘Hey, let’s just require natives and then we’ll save water,’ so that needs to be addressed.”
- A Master Gardener from Tampa said, “Well, I think people, when they hear native plants, I mean, here you are kind of speaking to the choir. We know what they are, we are going to recognize them. But I think that most people think of weedy things that look ugly and they don’t know what they are or how to take care or what to do with them and stuff. I think it is just, even the garden centers really could have more information, I think, about what a native plant is, a Florida native plant.”

Turfgrass

- A horticultural Extension agent in Orlando said, “Well, that’s another thing I think turfgrass, when people talk about turfgrass, they’re really talking about St. Augustine; they don’t talk about all the varieties that there are, I think, you know? Turfgrass is a big term, but the way it’s used, I see it used in our ordinances, our fertilizer ordinances...but what they’re really saying is St. Augustine grass and they’re not, they’re not looking at the other varieties. So, I think it is misunderstood, it’s true it’s...they’ve got no depth.”
- A Master Gardener from Orlando said, “But, like we said, just throwing it in these developments...people don’t know how to grow plants, they don’t know anything about turf. They are working all the time and they are just over fertilizing and over watering.”

Awareness of Brand/Programs Discussion

The next section of the focus group asked participants to discuss their knowledge of and also their opinions about four different names. Each group was asked what came to their mind when they heard the center or program name, what they thought the purpose was of the program or center, and what audience they thought the program or center was trying to reach. The four different programs and centers were (1) Center for Landscape Conservation and Ecology, (2) Florida-Friendly Landscaping, (3) Florida Yards and Neighborhoods, and (4) Gardening in a Minute.

Center for Landscape Conservation and Ecology

What comes to mind when you hear “Center for Landscape Conservation and Ecology?”

When asked what came to mind when they heard “Center for Landscape Conservation and Ecology” two themes emerged. The first theme was *research* and the second theme was *confusion* over what the center represents.

Research

Participants said that the title “Center for Landscape Conservation and Ecology” made them think about research or brought to mind that this center may be focused on conducting research.

- A Master Gardener from Orlando said, “Center for’ sort of makes it sound like it’s some sort of research facility.”
- A different Master Gardener from Orlando said, “It sounds like a research organization.”
- A Master Gardener from Tampa said, “It sounds like a think-tank group.”

Confusion

Participants also discussed that the name “Center for Landscape Conservation and Ecology” confused them or caused them to feel unsure.

- A Master Gardener from Orlando said, “You don’t want us to water our plants...conserve...I am confused. Is Conservation meaning...?”
- Another Master Gardener from Orlando said, “Yeah, a confused name for something that doesn’t state its purpose.”
- A different Master Gardener from Orlando said, “Yeah, I think it is a big name that could probably be simplified.”
- A Master Gardener from Tampa said, “Yeah, I’m not familiar with it, it just seemed to be a term. It kind of summarized what Extension Offices are, but it seems something different, so this is kind of a new term.”

What do you think is the purpose of this center?

Participants were then asked what they thought was the purpose of the “Center for Landscape Conservation and Ecology.” They mentioned that *research* was one potential purpose. However, many participants discussed that they were *unsure* of the purpose.

Research

Some participants thought that the purpose of the Center for Landscape Conservation and Ecology was to provide research about issues impacting landscaping and horticulture.

- A horticultural Extension agent in Live Oak said, “What I understood was they were supposed to be doing the research, developing the materials that we needed. That is what I understood. I haven’t seen it.”
- Another horticultural Extension agent in Live Oak said, “Yeah, I think that it is more information, at least that is what I see a lot of. I know they do a lot of the Master Gardener stuff, newsletters...they have done a lot with social media. We did a Green Team training. Emily did that for us. But I am not sure if that falls under the Center or not. I kind of know like little bits and pieces. I know they work with specialists, gathering information and writing stuff. I’m not really sure what...I don’t see the end result, I guess.”
- A Master Gardener from Orlando said, “Could it be research and education? Once you do the research, then educating.”

Unsure

Several participants, however, were unsure of what the purpose is of the Center for Landscape Conservation and Ecology.

- A horticultural Extension agent in Live Oak said, “I don’t know what they actually do, I guess.”

- A horticultural Extension agent in Orlando said, “We don’t know, I don’t know the purpose.”
- Another horticultural Extension agent in Orlando said, “No, I don’t know the purpose, either.”
- A Master Gardener from Orlando said, “Who is it, and what is it associated with?”
- Another Master Gardener from Orlando said, “Wouldn’t know.”
- A different Master Gardener from Orlando said, “What exactly does it do?”

In addition to the themes mentioned here, there was some discussion only by horticultural Extension agents about different specifics that they did know about CLCE. Quotes illustrating this can be found in Appendix A.

What audience(s) do you believe this center is trying to reach?

When asked about what audiences they thought the Center for Landscape Conservation and Ecology is trying to reach, participants discussed that it may be trying to reach *professionals* that are well educated, *Extension*, or were *unsure*.

Professional

Some participants thought that the Center for Landscape Conservation and Ecology tries to reach professional landscapers or well educated researchers.

- A Master Gardener from Orlando said, “Somebody with a PhD.”
- A Master Gardener from Tampa said, “PhD’s in their respective fields.”
- Another Master Gardener from Tampa said, “Professional landscapers.”
- A different Master Gardener from Tampa said, “Well, I would hope that it would want to reach the landscapers, the gardening people that come out. It’s their business to do this work.”

In addition to the themes mentioned here, there was some discussion only by horticultural Extension agents that CLCE should be reaching out and supporting Extension agents. Quotes illustrating this can be found in Appendix A.

Unsure

Participants were also confused or unsure of whom the Center for Landscape Conservation and Ecology is trying to target.

- A horticultural Extension agent in Live Oak said, “You know, honestly, I don’t know.”

- Another horticultural Extension agent in Live Oak said, “It is all new to me.”
- A horticultural Extension agent in Orlando said, “Good question.”
- Another horticultural Extension agent in Orlando said, “Student teaching, either undergraduate or graduate, or is it a place to bring in some different grants or is it something that’s going to support us as Extension agents in the field? I don’t have a clue.”

Florida-Friendly Landscaping

What comes to mind when you hear “Florida-Friendly Landscaping?”

Two themes emerged from this question. The first was that participants thought of *horticultural concepts* when hearing the name “Florida-Friendly Landscaping.” Participants felt this name brought to mind *challenges* that they have experienced while working or being involved in this program.

Horticultural Concepts

When asked what came to mind when they heard the name of the program “Florida-Friendly Landscaping,” some participants mentioned topics or phrases that represented horticultural concepts they learned in their Master Gardener training or in their Extension experience.

- A Master Gardener from Tampa said, “The nine principles.”
- A horticultural Extension agent in Live Oak said, “Right plant, right place.”
- Another horticultural Extension agent in Live Oak said, “Nine principles.”
- A Master Gardener in Orlando said, “Right plant, right place, right time.”

Challenges

Some participants thought of the challenges that they have faced or heard of others facing with this program.

- A horticultural Extension agent in Live Oak said, “I can say with the Florida Friendly, I have a lot of problems with my commercial guys and my homeowner people. Because the homeowner goes, ‘Do you do Florida Friendly Landscaping?’ And then my commercial guy goes, ‘What?’”

- A horticultural Extension agent in Orlando said, “Yeah, it can be controversial.”
- A Master Gardener from Tampa said, “I know in a lot of communities, they’re having a heck of a time getting to a position where they can do Florida Friendly. So, I’d like to see the University of Florida and others within the state promote Florida Friendly, but I know there’s a lot of politics behind it, there’s dollars behind it, right? Because you got the whole service industry and all that.”

What do you think is the purpose of this program?

Two themes emerged when participants were asked what they thought was the purpose of the Florida-Friendly Landscaping program. The first purpose that participants thought of was that Florida-Friendly Landscaping is focused on teaching *responsible landscaping*. Others expressed *confusion* about the purpose.

Responsible Landscaping

Some participants felt that the purpose of Florida-Friendly Landscaping was to teach people how to landscape in an environmentally responsible way.

- A horticultural Extension agent in Live Oak said, “Yeah, I would say it is being responsible...you know, having responsible landscape, but at the same time having a nice landscape that people enjoy.”
- A horticultural Extension agent in Orlando said, “I think just teaching responsible landscaping.”
- Another horticultural Extension agent in Orlando said, “It’s a way to include a whole lot of different subject matter areas that affect the environment in a landscape.”
- A different horticultural Extension agent in Orlando said, “Yeah, with minimal effect on the environment.”

Confusion

Some participants expressed confusion about the purpose of Florida Friendly Landscaping by asking questions rather than giving answers.

- A Master Gardener from Orlando said, “Do you know the impetus for the Florida Friendly Landscape, how that was conceived? Were they trying to conserve water, were they trying to promote landscapes? Do you know what brought that about?”
- Another Master Gardener from Orlando said, “And also, I would think it would have to be eco-safe for that particular zone, like you said. And she made a good point, also. But we have so many different zones, what is Florida Friendly? It would go from any gamut to any gamut.”

What audience(s) do you believe the program is trying to reach?

One theme emerged when participants described what audience they thought Florida Friendly Landscaping was trying to reach, and that was the *commercial* sector.

Commercial

Some participants thought that the audience that Florida Friendly Landscaping is trying to reach or should try to reach include members and entities of the commercial sector.

- A horticultural Extension agent in Orlando said, “Builders and developers.”
- A Master Gardener from Tampa said, “Well, this doesn’t apply to really, your question, but I think that whatever audience they are trying to reach; the big box stores, the Walmart’s and the Lowe’s, just any kind of information that people could see when they come in, I think would just zoom the knowledge and so broaden the scope of people, really.”

Florida Yards and Neighborhoods***What comes to mind when you hear “Florida Yards and Neighborhoods?”***

When asked what came to mind when they heard the program name “Florida Yards and Neighborhoods,” three themes emerged. The first was that participants thought of the *certification* aspect of the program. They also thought of *Florida-Friendly Landscaping* and many expressed feeling *unsure* about the program.

Certification

Some participants thought about certification processes and yard recognitions when they heard the program name “Florida Yards and Neighborhoods.”

- A horticultural Extension agent in Live Oak said, “Well, I usually think of like the certification and then the nine principles is normally what I...when I hear that. And it is kind of a dated term.”
- A horticultural Extension agent in Orlando said, “I think of yard recognitions.”
- A Master Gardener from Tampa said, “Well, actually the whole Florida certification program that the Master Gardeners administer is part of the Florida Neighbor...they promote all that stuff. You get your little certificate.”

Florida-Friendly Landscaping

Some participants immediately thought of the similar but differently named program “Florida Friendly Landscaping,” and were confused about how the two programs differed.

- A horticultural Extension agent in Orlando said, “I think of FFL.”
- Another horticultural Extension agent in Orlando said, “Probably right now, Florida Friendly Landscaping, FFL. It is a little confusing to have those two terms floating out there.”
- A Master Gardener from Orlando said, “I thought [Florida Yards and Neighborhoods] was the same [as Florida-Friendly Landscaping].”

Unsure

Many participants expressed feeling unsure about the program, thinking that its title was unclear, or asking questions rather than giving responses.

- A Master Gardener from Orlando said, “No, it is not a very good, you know, it doesn’t say anything directly.”
- Another Master Gardener from Orlando said, “The Neighborhood part sounds like, what is this....a club?”
- A Master Gardener from Tampa said, “Well, I mean, they primarily promote Florida Friendly, so I think that’s a good thing. What I probably dislike is, it’s a little confusing what their role is and you don’t really hear that versus Florida Friendly. We are starting to hear Florida Friendly thing, which is a good thing, but the Florida Yards and Neighborhoods it’s...it can be a little confusing if you aren’t clear on what their real purpose is that they are actually the driver, or supposed to be the drivers of Florida Friendly program in Florida, as I understand it.”
- Another Master Gardener from Tampa said, “Is that the one where you’re supposed to have little areas for animal habitat and you have to have water flowing and all that, is that that one?”
- A different Master Gardener from Tampa said, “It used to be more publicized. Like for like new homeowner’s or young couples, or anybody but I mean, I’m sure more people would get involved in it if they knew more about it. It just kind of seems similar to like the Florida Friendly, it’s too confusing I think, maybe a different name?”

What do you think is the purpose of this program?

There were no themes that emerged when participants were asked what they thought was the purpose of Florida Yards and Neighborhoods.

What audience(s) do you believe the program is trying to reach?

Participants thought that *homeowners' associations* were the audience group that Florida Yards and Neighborhoods aim to reach.

Homeowners' Associations

Some participants thought that Florida Yards and Neighborhoods targets homeowners' associations.

- A horticultural Extension agent in Orlando said, “Yes. And it can be, I mean it can be implemented...it’s the same information, it’s just you teach it one way to the individual homeowners, and then you present it a different way to a group setting like an HOA or something like that.”
- A Master Gardener from Orlando said, “Well, I think it, I think it went into neighborhoods particularly with homeowner’s associations and tried to get the people to come together and listen to a little talk, to get information.”
- A Master Gardener from Tampa said, “They do that with associations, too, right?”
- Another Master Gardener from Tampa said, “My impression is that it is mostly geared to homeowner’s associations and communities, not individuals. And from what I have seen, I mean, you know...it is hard when you are not really involved to make a critical statement about it. But, you know, there is all the politics of trying to deal with boards, and so forth. So, I don’t think it has made as much progress as I would have liked to have seen it make. I don’t know what the reasons are. I am assuming that part of it is because of dealing with all of these neighborhood associations, as opposed to going directly to individuals.”

Gardening in a Minute***What comes to mind when you hear “Gardening in a Minute?”***

When asked what came to mind when they heard the program title “Gardening in a Minute,” only one theme emerged, that the participants were *unsure* about this program.

Unsure

Many participants expressed never having heard of Gardening in a Minute.

- A horticultural Extension agent in Live Oak said, “I haven’t listened to one, at all.”
- A Master Gardener from Orlando said, “In Florida? There is no gardening in a minute.”
- Another Master Gardener from Orlando said, “I have never heard of that.”

- A Master Gardener from Tampa said, “Is that a publication?”
- Another Master Gardener from Tampa said, “I am not familiar with the program. I would assume it is...it sounds to me like it is more like a radio talk show or something that is going to give you a one minute little blurb on gardening, but I don’t know.”

What do you think is the purpose of this program?

When asked what they thought was the purpose of Gardening in a Minute participants thought that the purpose was to provide *quick information* to listeners.

Quick Information

Participants mentioned that they thought that Gardening in a Minute provides short pieces of information that can be used easily by listeners.

- A horticultural Extension agent in Orlando said, “Small little bits that you can just use.”
- A Master Gardener from Orlando said, “...it’s just like quick, particular, and it spurs your interest...”
- Another Master Gardener from Orlando said, “To reach the people with a short attention span.”
- A different Master Gardener from Orlando said, “It is a quick tip.”
- A Master Gardener from Tampa said, “Yeah, just a quick, quick short talk.”

What audience(s) do you believe the program is trying to reach?

Participants thought that the audience that Gardening in a Minute is trying to reach includes members of the *general public* as well as *gardeners*.

General Public

Some participants thought that the audience target included anybody that would listen to the program.

- A horticultural Extension agent in Orlando said, “Everyone.”
- A Master Gardener from Orlando said, “I think anyone.”

- Another Master Gardener from Orlando said, “I think it could be used for anyone, because it is very informative.”

Gardeners

Some participants thought that the audience or the program included people who are actively interested in or pursuing gardening.

- A horticultural Extension agent in Orlando said, “I mean, really, it’s anyone who is interested in gardening.”
- A Master Gardener from Tampa said, “Gardeners, people that are looking for specific type of information.”

Awareness of Brand/Programs: Overall Themes

From the discussion of the awareness about brands and programs, two overall themes emerged across all discussions about different programs and centers. First, participants thought that a common purpose of all the programs and centers was to *raise education and awareness* about issues around landscaping, horticulture, and the environment. Secondly, participants thought that *homeowners* were a common audience target for all the programs and centers. Quotes below are separated out by program or center name.

Raising Education and Awareness

In general participants thought that each program or center aimed to raise education and awareness to its audiences about topics related to gardening and landscaping.

Center for Landscape Conservation and Ecology

- A Master Gardener from Tampa said, “Teaches people how to deal with all different things; kind of what we learned at the Master Gardener program like pest management, different plant care, plant identification, you know, how to create different environments wherever you live. Similar to that.”
- Another Master Gardener from Tampa said, “To educate people about the right plant and the right place.”

Florida Friendly Landscaping

- Another Master Gardener from Orlando said, “I think it basically educates in all the things we talked about in the first half of the session.”
- A Master Gardener from Orlando said, “What comes to my mind is that it was probably one of the first ones that I ever heard of that actually took the initiative of going to the public and actually making them aware that there is an alternative to what the landscapers and the homeowners are forcing you to have...to bring awareness.”

Florida Yards and Neighborhoods

- A horticultural Extension agent in Live Oak said, “Education.”
- A Master Gardener from Orlando said, “Yeah, bring about awareness.”

Gardening in a Minute

- A horticultural Extension agent in Live Oak said, “Yeah, public awareness or to...just short educational snippets.”
- A Master Gardener from Tampa said, “Certainly educating the public.”

Homeowners

Participants also felt that all programs and centers were trying to reach the homeowner audience.

Center for Landscape Conservation and Ecology

- A horticultural Extension agent in Orlando said, “I would assume homeowners, but that’s an assumption.”
- A Master Gardener from Tampa said, “Homeowners, I think.”

Florida-Friendly Landscaping

- A horticultural Extension agent in Live Oak said, “If you say Florida Friendly Landscaping, that’s homeowners.”
- A horticultural Extension agent in Orlando said, “For the individual homeowner.”
- A Master Gardener from Tampa said, “Ecologically concerned homeowners.”

Florida Yards and Neighborhoods

- A horticultural Extension agent in Live Oak said, “For homeowners.”
- A Master Gardener from Tampa said, “The homeowners.”

Gardening in a Minute

- A horticultural Extension agent in Live Oak said, “Homeowner.”
- A horticultural Extension agent in Orlando said, “Definitely homeowners.”

New Name Testing Discussion

The next section of the focus group discussion concentrated on testing the current and potential new names for the Center for Landscape Conservation and Ecology. Participants were provided the following names of which they provided feedback. The names included (1) Center for Florida Yards and Neighborhoods, (2) Center for Gardening Solutions, (3) Center for Yard Conservation, (4) Center for Yard Sustainability, (5) Center for Sustainable Urban Landscapes, (6) Center for Urban Horticulture, and (7) Center for Landscape Resource Conservation.

The first part of the new name discussion focused on getting feedback about the reactions that the participants had to different word choices within the given names. After that the participants were allowed to create their own names and then voted for their top two favorites of their own names as well as the top two favorites of the seven names they were given to discuss.

The following section demonstrates the different individual words based on whether the focus group participants generally liked, disliked, or could not come to a consensus about their opinions on those words.

Like

Overall, the participants liked the word *Florida* and the word *Landscape*.

Florida

While participants did not give explicit reasons to why they liked the word “Florida,” when it was given in the title of a name, they responded positively.

- A Master Gardener from Tampa said, “Florida is good.”
- Another Master Gardener from Tampa said, “Florida and Gardening and Solutions, I like.”

Landscape

Participants felt the word “landscape” was more inclusive of both for pleasure and professional gardening type activities. They also thought it a positive word for most people.

- A horticultural Extension agent in Live Oak liked landscape because “it is more inclusive.”
- Another horticultural Extension agent in Live Oak said, “It is recognizable.”
- A Master Gardener from Orlando said, “Yeah, I think that is a broad term.”

- A Master Gardener from Tampa said, “I like Landscapes. I think most people relate to landscapes.”

Dislike

Participants disliked several of the words included in the new names. They discussed disliking the words *neighborhood*, *urban*, *horticulture*, *center*, and *yard*.

Neighborhood

Participants thought that the word “neighborhood” may confuse people, may inadvertently exclude certain groups, or is a term that people don’t often use.

- A horticultural Extension agent in Orlando said, “I think from a public stand point, okay...you’re talking about something about neighborhoods, the focus may be thought of as being more of a social interaction, social behavior, criminal behavior.”
- A Master Gardener from Orlando said, “We have so many people that live in apartments and places that don’t have like a quote, unquote ‘typical’ neighborhood, that probably would like to maybe do some household plants or something. I mean, it seems like it is excluding people if you don’t live in a quote, unquote ‘neighborhood,’ like with a homeowner’s association.”
- A Master Gardener from Tampa said, “I just, at least for me, since moving to Florida, Neighborhood really isn’t a term people use here right?”
- Another Master Gardener from Tampa said, “I don’t like the use of Neighborhoods in the name, at least not the way it is there. It conjures up to me that it is exclusively for gated communities or...if they are not gated, but certainly homeowner oriented.”

Urban

Participants disliked the word “urban’ because they thought that it excludes rural places or other groups. Many participants have had experience working with or living in these rural areas.

- A horticultural Extension agent in Live Oak said, “We go from the super urban to the super rural in my neck of the woods. “
- A horticultural Extension agent in Orlando said, “Then it’s just Urban and it’s not commercial.”
- A Master Gardener from Orlando said, “No, because you are dealing with rural. Look at our Lake County. I don’t know where you live in Osceola, but a lot of Osceola is rural.”

- A Master Gardener from Tampa said, “I don’t think everyone is in an Urban area. So, some people could be in the country, a city.”
- Another Master Gardener from Tampa said, “We are in Pasco County, nobody is in an urban area.”

Horticulture

Some participants thought that “horticulture” is a word that is likely to confuse people or is difficult to understand.

- A horticultural Extension agent in Live Oak said, “Oftentimes, Horticulture can also mean primarily fruits, vegetables, and gardening...so that is my only concern with Horticulture.”
- A horticultural Extension agent in Orlando said, “I don’t think people know what Horticulture means.”
- Another horticultural Extension agent in Orlando said, “It’s too much of an academic term.”
- A Master Gardener from Orlando said, “It’s too technical.”
- A Master Gardener from Tampa said, “Great word, but it is pretty academic.”
- Another Master Gardener from Tampa said, “Most people don’t know what Horticulture means.”
- A horticultural Extension agent in Live Oak said, “I am saying there is a lot of people, and I don’t mean to be mean, or ugly, but there are a lot of people in this county and in Lafayette and Madison and Hamilton County that would not really know what the word Horticulture meant.”

Center

Overall, the participants disliked the word “center.” They felt the term center is a confusing word and makes it difficult to understand what is the group’s goal or function.

- A Master Gardener from Orlando said, “Center almost feels like institutions.”
- Another Master Gardener from Orlando said, “It describes something that is foreign to me. It is somewhere that I’m not. I want it to be directly accessible. Even if it is a website, tell me it’s a website.”
- A Master Gardener from Tampa said, “That sounds too institutional.”
- Another Master Gardener from Tampa said, “Again, I think Center is misleading. It is too institutionalized. Gardening Solutions...”

- A horticultural Extension agent in Live Oak said, “Although the thing with that is that it makes me think it is a place. And it is not a place.”

Yard

Participants disliked the word “yard” primarily because it is strongly associated with turfgrass and might exclude people without a yard.

- A Master Gardener from Tampa said, “Not big on the Neighborhood and Yard. I think of yard work.”
- A horticultural Extension agent in Live Oak said, “I think of Yard as being turf.”
- A horticultural Extension agent in Orlando said, “I hate Yard.”
- A Master Gardener from Tampa said, “There are several people in this group that don’t even have a yard.”

No Consensus

There were also words that some participants liked while others disliked, so that there was no overall consensus. These words were *conservation*, *sustainability*, *gardening*, *solutions*, and *resource*.

Conservation

Some participants felt that “conservation” is a positive word that they approve of in a name. Others felt that word conservation brings to mind what some considered negative images of environmentalists that might cause controversy.

- A horticultural Extension agent in Orlando said, “That ‘C’ word is too controversial.”
- A Master Gardener from Orlando said, “We’ve already been through the hippie phase.”
- A Master Gardener from Tampa said, “There is a whole faction of people that I have met in Florida...if you bring up the word Conservation or Ecology, they immediately say, ‘Oh, you are one of those tree-huggers.’ So, it just implies a bad image.”
- A horticultural Extension agent in Live Oak said, “It is a good word.”
- Another horticultural Extension agent in Live Oak said, “You are saving your yard. You are saving the grass.”
- The same horticultural Extension agent in Live Oak later said, “See, my only concern with Conservation is...again, I get that like tree-hugger kind of feeling.”

Sustainability

Some participants liked the word “sustainability” and feel that people relate positively to the word, while others felt that it can’t be used for political reasons or that it is too complex a word.

- A horticultural Extension agent in Live Oak said, “We like it, but it is not going to be PC in most counties.”
- Another horticultural Extension agent in Live Oak said, “I like the word, but we can’t use it.”
- A horticultural Extension agent in Orlando said, “Sustainability is a hard word for a person with a fifth grade education to deal with.”
- Another horticultural Extension agent in Orlando said, “There is a political group that’s often associated with sustainability.”
- A different horticultural Extension agent in Orlando said, “Yeah, you can’t use the word sustainability in north Florida.”
- A Master Gardener in Orlando said, “Ask the normal people anything about Sustainability and they’re gonna go, ‘Huh?’”
- Another Master Gardener from Orlando said, “They can’t spell it, they can’t pronounce it.”
- A different Master Gardener from Orlando said, “People relate to the word Sustainability.”
- Still another Master Gardener from Orlando said, “Yeah, that is becoming a buzzword.”

Gardening

Some participants thought that the word “gardening” is a nice word, particularly when coupled as “Gardening Solutions.” Others however, thought that the word “gardening” will bring to mind vegetable gardening and exclude other types of landscaping and gardening activities.

- A horticultural Extension agent in Live Oak said, “That says vegetable.”
- A horticultural Extension agent in Orlando said, “It excludes commercial.”

- A Master Gardener from Orlando said, “Because if I say Gardening, what is the first thing that pops into your head? Vegetables.”
- Another Master Gardener from Orlando said, “Oh, Gardening Solutions, that’s good.”
- A different Master Gardener from Orlando said, “Yeah, I like Gardening Solutions.”
- Still another Master Gardener from Orlando said, “Gardening Solutions is good.”

Solutions

Participants expressed liking or disliking the word “solutions” for the same reasons, that it denotes resolving problems. Some thought this was a positive thing while others did not like it in a name.

- A horticultural Extension agent in Live Oak said, “Solutions, yeah. We can fix all your problems. We cannot fix all your problems. We can help you diagnose and head you in the right direction, we cannot give you solutions for your life. I am sorry, we can’t do that. I don’t even use that term if I can avoid it, because I hate that.”
- A Master Gardener from Tampa said, “Yeah, I like Solutions. It solves problems. And you are not really a troubled gardener until you...I mean, you love gardening until you have a problem and you want it fixed, you want it solved...I like the Solutions.”
- A Master Gardener from Orlando said, “Can I go back? The word, Solutions, I thought was nice.”

Resource

Some participants thought that the word “resource” was positive and would encourage people to see the group as a place to get help or information. Others thought that “resource” could be confusing and mislead audiences about the purpose of the group.

- A horticultural Extension agent in Live Oak said, “See me, I would be worried that people would think that they could get stuff, not educational information, but you know, somehow we are a clearinghouse for trellises and wood for raised beds. I don’t know, just Resource...seeds and...”
- A Master Gardener from Tampa said, “You know, I know they are the Resource, I know that is very logical. But, I don’t like it.”

- Another Master Gardener from Tampa said, “Resources seems...when you see the word, Resources, you know that you are going to get information. When it says Florida Landscape Center, well, that could be a gardening center for all I know. When it says Resources, it is like...this is where I am going to go to get information.”

New Name Creation

After discussing their reactions to different names that were given to them, participants had the chance to come up with new names on their own. Each focus group came up with many different names, which are displayed in the table below. Orlando and Tampa had two different sessions each with Master Gardeners, and their responses are indicated by session.

Horticultural Extension Agents: Live Oak	Horticultural Extension Agents: Orlando
<ul style="list-style-type: none"> • Center for Landscape Conservation • Center for Landscape Horticulture • Center for Sustainable Landscapes • Landscape Conservation Center 	<ul style="list-style-type: none"> • The Landscaping Conservation and Ecology Center/Institute for Gardena and Landscape Practices • Center for Gardening and Landscaping • Center for Florida Landscapes • Center for Florida Friendly Landscape • Program for Agriculture Landscape • Florida Landscaping Center • Florida Center for Landscaping • Florida center for Landscaping and Gardening

Master Gardeners: Orlando	Master Gardeners: Tampa
<p><i>Session 1</i></p> <ul style="list-style-type: none"> • Florida Gardening Solutions • Gardening and Landscape Solutions • Florida Landscape Solutions • Florida Landscape and Gardening Solutions • Florida Landscape Solutions • Florida Eco-Friendly Gardening • Florida Friendly Landscaping and Gardening Solutions • Florida Friendly Landscape and Garden • Florida Friendly Landscape and Gardening Center • Florida Landscape Solutions Center • Florida Landscape Center • Florida Landscape Solutions 	<p><i>Session 1</i></p> <ul style="list-style-type: none"> • Center for Yards and ‘Scapes • Resource Center for Florida Landscaping and Water • Outlet for Gardening Solutions • Your Florida Gardening Resource • Florida Land and Our Water • Useful Florida Gardening Solutions • Center for Florida Gardening Growers • Your Florida Landscape Solutions • Resource for Gardening Solutions • Your Florida Landscape • Your Guide to Florida Landscape Solutions <p><i>Session 2</i></p>

<ul style="list-style-type: none"> • Landscape Solutions Center • Florida Landscape Solutions Center • Florida Friendly Gardening and Landscape <p><i>Session2</i></p> <ul style="list-style-type: none"> • Friendly Sustainable Gardening Solutions and Landscape for Everyone • Florida’s Friendly Landscapes for Everyone • Florida Landscape Resources for Everyone • Florida Landscape Resources • Florida Landscape for Everyone • Everyone’s Florida Landscape Resource 	<ul style="list-style-type: none"> • Center for Florida Gardening • Florida Landscape Center • Create Resources to Sustain Living Things in Florida • Florida Garden Solutions Center • Landscape Management • Florida Garden Connection • Florida Landscape Center • Florida Connections • Florida Center for Landscape Resources <p>Taglines</p> <ul style="list-style-type: none"> • Conserving Your Florida Landscape • Real Options for Florida’s Living Things
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New Name Voting Results

At the end of the focus group sessions, each group¹ was asked to vote for their favorite names, from both the names they were given and the names they created. In every case, the groups chose a name they created as their favorite. The favorites amongst the names that were given to them to discuss are bolded in the table below. Overall, there was no consensus on a favorite name, with two groups preferring “Center for Landscape Resource Conservation,” two groups preferring “Center for Florida Yards & Neighborhoods,” and one group preferring “Center for Urban Horticulture.”

Horticultural Extension Agents: Live Oak	Horticultural Extension Agents: Orlando
<ol style="list-style-type: none"> 1. Center for Landscape Conservation 2. Center for Landscape Horticulture 3. Center for Landscape Resource Conservation 4. Center for Sustainable Urban Landscapes 	<ol style="list-style-type: none"> 1. Florida Landscaping Institute 2. Florida Center for Landscaping and Gardening 3. Center for Urban Horticulture 4. Center for Landscape Resource Conservation
Master Gardeners: Orlando Session 1	Master Gardeners: Orlando Session 2
<ol style="list-style-type: none"> 1. Florida Friendly Gardens and Landscapes 2. Florida Landscape Solutions 3. Gardening Solutions 	<ol style="list-style-type: none"> 1. Florida Landscape Resources 2. Center for Landscape Resource Conservation
Master Gardeners: Tampa Session 1	Master Gardeners: Tampa Session 2
<ol style="list-style-type: none"> 1. Your Florida Gardening Resource 2. Your Florida Landscape Solutions 3. Center for Florida Yards & 	<ol style="list-style-type: none"> 1. Florida Gardening and Landscape Resources; Florida Resources for Gardens and Landscapes (tie)

¹ In the very first focus group session (Master Gardeners in Orlando Session 1) participants did not vote on the names given to them by CLCE.

<p>Neighborhoods</p> <p>4. Center for Gardening Solutions</p>	<p>2. Center for Florida Yards and Neighborhoods</p> <p>3. Center for Gardening Solutions</p>
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Findings

Awareness of Issues

- Overall, participants discussed their opinions and concerns about each issue, and particularly highlighted the way that the different issues are intertwined with one another. For example, participants are concerned about the overuse of turfgrass, especially St. Augustine grass, because it requires large amounts of water to stay viable. Water conservation could also be improved with more efficient irrigation systems that water during appropriate times, onto plants and grass (not sidewalks and streets) and are properly maintained and repaired. Participants feel that using too much fertilizer is also a problem, especially when people are not educated about fertilizer’s purposes (i.e. it is not plant food) and when it runs off into water sources.
- While they felt that native plant use and the right plant right place concept are important, they discussed having reservations and problems with these two ideas. First, they believe that the public is not educated about native plants and sometimes falsely believes that all native plants are drought tolerant. Also, participants believe that some people are prone to extreme views on native plants, either believing that native plants are inherently better than other plants or that native plants are unattractive and “weedy.” Participants also worry that the right plant in the right place concept is not well defined, is difficult to apply, and not based on science and research.
- Participants also discussed incentives related to these issues. They are worried that water restrictions actually encourage overuse of irrigation since homeowners feel they must water on the day they are allowed. They also think there should be more stringent financial penalties for those that overwater, water while it’s raining, or water the sidewalk or street instead of grass. They feel that the high price of fertilizers may help incentivize people to use less fertilizer.
- Also, participants felt that the public and homeowners have inappropriate values, perceptions, and education on all of these issues. In particular, they feel the public needs more education about water and fertilizer use and how overuse can result in environmental problems and lowered natural water resources. They would also like to see turfgrass deemphasized and other turfgrass varieties used more often than St. Augustine.
- Participants think that with more regulations and enforcement these issues could be alleviated. In particular, they believe that HOA’s rules need to be reduced, changed, or made more flexible. They also think the government

should be more involved in reducing water use and requiring licensing for companies that fertilize. Finally, participants would like to see more enforcement of already existing regulations around these issues.

Awareness of Brand/Programs

- Overall, participants were not familiar with CLCE. They guessed that the Center had something to do with pursuing research, but were not sure who this research would be for. Some participants thought the audience was professionals working in landscaping or gardening, and Extension agents thought that CLCE was supposed to be supporting or providing information for Extension.
- Participants were most familiar with Florida-Friendly Landscaping. They discussed some of the challenges that they have had trying to promote Florida-Friendly Landscaping, mostly that it is difficult to change communities, HOAs and commercial groups' preferences and to encourage Florida-Friendly plants. Some participants mentioned that this program was controversial for that reason. Participants understood that the target of this program was to promote environmentally friendly and attractive landscapes. They also thought that the commercial sector, including builders, developers, and large stores such as Walmart were some of the main audiences of this program.
- Florida Yards and Neighborhoods confused some participants, who didn't understand how this was different than FFL. The pieces of the program they were most familiar with were the yard recognition aspect, and they did not know the purpose of the program. They assumed that the target audience was HOAs.
- Some participants had heard of Gardening in a Minute but many do not actively listen to the show, mostly due to lack of radio access rather than lack of interest. Many reported that the program does not play on the radio where they live. They believed the program aims to give listeners small pieces of information about gardening and seeks to reach the general public or those interested in gardening.
- Participants thought that all the programs were trying to educate the public and raise awareness about issues pertaining to landscaping that they had discussed during the first session of the focus group. They also thought that homeowners were a common audience that all programs were trying to reach. Therefore, there was a connection between the first session in which participants were worried about a general lack of education, and the second session, where they thought that these programs could play a role in providing educational resources about these important environmental and landscaping issues.

Names Testing

- Participants only explicitly liked two words that were part of the seven names they were given. Those two words were "Florida" and "landscape." They appreciated that "Florida" would demonstrate the area that the center

serves, and felt that “landscape” was a broad enough word to include all activities by homeowners and commercial interests without excluding one group or the other.

- Overall, participants disliked the words “neighborhood,” “urban,” “horticulture,” “center,” and “yard.” They felt that the words “neighborhood” and “urban” exclude people living in apartments or rural residents. They also thought that the words “horticulture” and “center” were confusing words more suited for an academic audience and believed many people would not know the meaning of “horticulture.” They also thought that the word “center” is confusing, too institutional (which was perceived negatively), and may lead people to believe the center is a physical place. Participants also did not like the word “yard” because they felt it was highly associated with turfgrass use and might also exclude those without a yard.
- For some words, results show a lack of consensus amongst participants. These words were “conservation,” “sustainability,” “gardening,” “solutions,” and “resource.” Participants were worried about the political salience of the words “conservation” and “sustainability,” although participants themselves generally approved and liked these words personally. Some participants were worried that people would not know what “sustainability” means while others thought that “sustainability” has become a common buzzword that easily resonates with people. Some participants liked the words “gardening” and “solutions,” particularly when put together. However, others thought that “gardening” has a strong association with vegetable growing and wouldn’t be appropriate for the broad message the center is trying to portray. Also, the positive association with the word “solutions” was counterbalanced by a concern for misleading people to believe that the center can provide solutions to all gardening and landscaping problems. Finally, the word “resource” was liked since it demonstrates that a center is a place or a group in which to receive information. However, others were worried the word “resource” could be mistaken to mean that the center provides physical resources, such as fertilizer or seeds for those interested in landscaping activities.

Recommendations

CLCE Branding Recommendations

- When asked if they thought the purpose of CLCE was, participants generally did not understand what the organization is or what its goals are. For example, during one portion of the focus group, the moderator read the statement to participants to prepare them from whom they were choosing a new name. The statement was, “*The center conducts research on the environmental and social issues surrounding Florida’s yards and landscapes, working with Extension to develop programs for residents and landscape managers.*” Participants were generally confused at the statement and asked many clarifying questions of the moderator as a result of the statement’s ambiguity. There is a need to revisit statements such as this one that are currently being used to describe CLCE and to provide more information about CLCE, its programs, mission, goals, and activities.

- Another area of ambiguity resulting from both the communications audit and the focus group was the lack of clarity about who the intended audience is for CLCE resources and correspondence. There is a need for being more specific about who the target audiences are in order to appropriately target materials or interactions most effectively for the greatest impact.
- While it is understood that CLCE is looking to change its name in order to communicate more clearly with key audiences, one finding is that focus group participants expressed a disconnect with academic language used in the name testing activities. Resistance to words like “center” “horticulture” and “sustainability” were seen as complicated words or ones that would appeal to only an academic audience. It’s possible that the current name is making CLCE less accessible to certain audiences.
 - The word Center was of particular issue to participants. They expressed confusion about what a center is, and were worried about it being mistaken for a physical location. This may have to do with familiarity and confusion with IFAS ‘Research Education Centers’ which are located in specific areas throughout Florida.
 - CLCE may want to consider whether it wants to strengthen the umbrella organization’s brand or to strengthen the brands of the programs underneath CLCE. Participants were generally aware of the CLCE programs and it may be useful to also increase the branding image and promotion materials of individual programs underneath CLCE. This may be particularly useful if the future name must include the word “center.”
- There are some words that CLCE should consider incorporating into its name due to the overall positive reaction of the focus group participants. These words were “Florida” and “landscape.” If University of Florida is a required part of the name, then incorporating the word “Florida” in addition would be redundant, however if University of Florida is not a required part of the name, then CLCE should consider adding the word “Florida.” The word “landscape” was also liked by participants for its ability to capture diverse types of horticulture and gardening activities.
 - Additionally, there were words in which participants did not come to a consensus about, but that CLCE should still consider using. The words “resources” was liked by some participants and the only reason that some were hesitant was due to worry that people could confuse the word “resource” with a physical location. However, due to the existing confusing with the word “center” for the same reason, the word resource could be expected to be used, especially if stronger promotional or informational materials are disseminated about the organization. The reason participants liked the word “resource” was that it suggested it was a way to receive information. Because of this, the word “information” could also be considered in the name.

- Other names that participants did not like for stronger reasons, but that also did not have consensus were “gardening,” and “solutions.” These words could potentially be used within the name or as part of a tagline underneath the name.
- CLCE may want to consider adding a tagline underneath its name or in correspondence with its name. Due to the ambiguous nature of academic centers amongst the participants, having a tagline that explains what the Center actually does may be just as helpful as having a new name.
- Although there was not consensus as to name options, which sometimes does happen in branding research when audience is unclear, we can extrapolate some potential starting points for a name selection based on words that were liked by all or most of participants. Taking into account the findings of the focus group analysis, some potential new names are suggested below. For each name, the word “center” could also be placed at the end of the name. The word “Florida” is not mentioned here with the assumption that UF/IFAS will be included in the title. If it is not included, then the word “Florida” could be added to each name suggested below.
 - The Center for Landscape Resources
 - The Center for Landscape Information
 - The Center for Landscape Resources & Information
 - The Center for Gardening & Landscaping Information
 - The Center for Gardening & Landscaping Resources
 - The Center for Gardening & Landscaping Solutions
 - The Florida Landscape Resources Center
- Potential taglines for a new name include:
 - The source for cutting-edge research about Florida landscapes
 - Resources for research based gardening solutions
 - Providing research based landscaping information

CLCE Program Recommendations

- Since one of the major concerns participants had was that the public lacks education about environmental issues affecting horticulture and landscaping practices, it appears that current programs are not well known enough to cause positive behavior change. Strengthening and expanding current programs underneath CLCE could help alleviate these concerns amongst focus group participants. CLCE may also want to consider partnering directly with horticultural Extension agents and Master Gardeners to come up with new ways to tailor these programs.

- The Florida Yards and Neighborhoods brand and the Florida Friendly Landscaping brand is considered either interchangeable or participants are confused about which is which. CLCE may want to consider testing people's images of current programs or brands before changing names of its programs in the future.
- Future programs or initiatives using radio sources should consider availability and access amongst desired audience members. The Gardening in a Minute radio show was not accessible through radio by many of the participants, particularly those that lived in rural areas. Although it is understood that urban audiences were the likely primary target of the show, Master Gardeners and Extension agents talk directly to urban clientele and as such represent an audience that might also need to be targeted in such an effort.
- Issues in which focus group participants were particularly interested and passionate about included reducing the use of turfgrass and improving irrigation systems to reduce water waste. CLCE could consider expanding current programs or adding new programs that focus specifically on these issues due to the high interest.

Appendix A

When asked about the purpose of CLCE, only Extension agents mentioned having any familiarity or idea of what CLCE does or who is involved in CLCE. Below are some quotes that while not themes across all focus groups, may be helpful or useful for CLCE members to know.

- A horticultural Extension agent in Live Oak said, “I know that Michael Dukes is running it now.”
- Another horticultural Extension agent in Live Oak said, “He is the water guy, yeah. Amy is the soil guy.”
- A different horticultural Extension agent in Live Oak said, “I was going to say, I have dealt with the people there, but I didn’t know who they were... I have had no relationship with the group there. I have no relationship at all with the actual entity itself. I have dealt with the people before.”
- A horticultural Extension agent in Orlando said, “It’s basically a combination, I think, of other departments, right? It’s Environmental Horticulture and some other groups put together, right?”
- Another horticultural Extension agent in Orlando said, “Taking a whole bunch of people and get rid of a bunch of others and collapsing it into one group that can do something.”
- A different horticultural Extension agent in Orlando said, “But, it doesn’t seem like it’s connected to the other things. Because I just know I did...not heard of it until I was at the Landscape Show and they had their own booth, and then IFAS and Extension had a booth.”

When asked who were the key audience members for CLCE, only Extension agents mentioned or thought that a key audience for CLCE was Extension agents, and that CLCE’s role is or ought to be providing support for Extension.

- A horticultural Extension agent in Live Oak said, “I thought they were supposed to be supporting Extension. I really did. That is what we were told.”
- Another horticultural Extension agent in Live Oak said, “I really thought that those were the people that we could turn to for doing the research...getting us the information that we needed. That is what I thought they were supposed to be doing.”
- A different horticultural Extension agent in Live Oak said, “Yeah, I got that feeling, too. I don’t feel like the homeowner is supposed to call them. They are supposed to call us and then if we need information for whatever reason, we would go there.”

- The same horticultural Extension agent in Live Oak said, “Yeah, I don’t know why you would seek them out, I guess...as an agent.”
- A horticultural Extension agent in Orlando said, “I think Extension, probably, because there seems to be a lot of connection to Extension.”