



"The more time we spend caring for where we live, the more connected we feel to our community." –Alan Kuiper



"I want my children to see the beaches and reefs the way I remember them." –Martin Hussey

"It makes me feel good to know that it's possible to bring life back to the 'āina." –Puanani Lindsey



West Maui Kumuwai (WMK) is a coalition of individuals, business, and organizations focused on reducing land-based sources of pollution to protect our ocean and our unique West Maui way of life. The campaign also supports the efforts of the West Maui Ridge to Reef Initiative.

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Share your story at [WestMauiKumuwai.org](http://WestMauiKumuwai.org)



# Love the Ocean?



ways to reduce polluted runoff in your yard and in your community



## WHY DOES POLLUTED RUNOFF MATTER?

When we over irrigate our lawn, or when it rains, water “runs off” hard surfaces and into the ocean, carrying with it excess nutrients, such as nitrogen and phosphorus.

These pollutants, when in excess, can be harmful to coral reef health. For example, soil or mud can smother and kill corals. Nutrients found in fertilizer can cause invasive algae to grow, which can block sunlight essential to coral growth.

West Maui’s coral reefs provide significant environmental, social, and economic contributions to our island. They buffer our beaches and coastlines from the erosive power of waves, support and nourish our families, and serve an important role in traditional and cultural knowledge.

### DID YOU KNOW?

*In only 17 years, four West Maui sites have lost a third of their live coral.*



# 8 WAYS TO REDUCE POLLUTED RUNOFF IN YOUR YARD AND IN YOUR COMMUNITY

1

## USE FERTILIZER WISELY

- **Test your soil** to find out if you need fertilizer in the first place.
- **Choose organic or slow-release products**, the latter keeps nutrients in your yard by releasing them gradually over time.
- **Follow the fertilizer label** to make sure you are applying the appropriate amount; excess fertilizer can actually harm your plants.
- **Keep fertilizer off paved surfaces**, to prevent it from being washed into storm drains or waterways.

2

## HANDLE PESKY PESTS RIGHT

- **Keep a close eye on your plants** to spot any problems early on.
- **Try non-toxic methods first**, like washing pests off with water or using a home-made insecticide, made with one teaspoon of liquid soap and one quart of water.
- **Choose chemical-free pesticides** with natural ingredients, such as neem or pyrethrum.
- **Spot treat affected plants** and avoid blanket applications.

3

## PICK UP AFTER YOUR POOCH

- **Pick up pet waste and put it in the garbage bin** before water washes it away. Pet waste contains bacteria, viruses, and parasites that are unhealthy for humans and marine life alike.

4

## WATER SMART OUTDOORS

- **Use a drip irrigation system**, which delivers water directly to your plants and allows you to control how much water is distributed.
- **Make sure your sprinklers are only watering things that grow**
- **Water before 10am** to reduce water loss from evaporation.
- **Water less often**, but for longer periods to promote root growth.

5

## PLANT PONO

- **Plant native or non-invasive species** that will thrive in your yard's natural conditions. Consider factors like water availability, sun exposure, and soil type.
- **Use mulch**, such as compost, which retains moisture around plants, adds nutrients, and prevents weed growth.

6

## INSTALL A RAIN GARDEN

- **Capture runoff and naturally filter out pollutants** before they reach the ocean with this sunken landscape of plants, soil, and mulch. Rain gardens can also help protect your property from flooding and erosion.

7

## CAR WASH LIKE A GREENIE

- **Take your car to a car wash**, where filters and drains lead to the sewer system, or **wash it on your lawn**, where grass and gravel can help absorb water and filter out pollutants.
- **Avoid washing it on paved surfaces**, where dirty water will likely end up in a storm drain – and go straight into the ocean.

8

## LEND A HAND

- **Pitch in on community projects** with local organizations such as Division of Aquatic Resources Maui, Coral Reef Alliance, Hawaiian Islands Humpback Whale National Sanctuary, Maui Cultural Lands, Maui Nui Marine Resource Council, Save Honolulu Coalition, Surfrider Foundation – Maui, West Maui Ridge to Reef Initiative, West Maui Mountain Watershed Partnership, and more. Go to our Web site to find more details.



Take the Pledge to reduce polluted runoff at

**WESTMAUIKUMUWAI.ORG**



# Want Some Help?

## OCEAN-FRIENDLY YARD CARE PRODUCTS

West Maui Kumuwai is making it easier to choose fertilizer and pesticide products that are less harmful to our marine environment. Look for products labeled “Ocean Preferred” at Lahaina Ace Hardware, Pukalani Ace Hardware, and at Hawai'i Grower Products. For an up-to-date list of products and participating retailers, go to [WestMauiKumuwai.org](http://WestMauiKumuwai.org).

## LANDSCAPE PARTNERS

Need a landscaper? These Maui landscaping companies have taken our “Yard Service Pledge” which means they've committed to using ocean-friendly practices.  
**A Nutt Nurseries** - [mauinutts@aol.com](mailto:mauinutts@aol.com)  
**Mauiscapes, LLC** - [mauiscapes@gmail.com](mailto:mauiscapes@gmail.com), [mauiscapes.com](http://mauiscapes.com)  
**E'Scapes** - [ForTheLoveOfPlants@hotmail.com](mailto:ForTheLoveOfPlants@hotmail.com)  
Go to [WestMauiKumuwai.org](http://WestMauiKumuwai.org) for an up-to-date list of our Landscape Partners.

## YARD CARE Q & A

Got a question? The green thumbs at the Maui Master Gardener Program are eager to answer your yard woes. Contact them at 244-3242, ext.228