

# Share the Credit: Maximize Time and Money by Transferring Successful Programs Across States

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Project Period: October 2010 - October 2013



## Partners Include

- Illinois/Indiana Sea Grant (IISG)
- Lake Champlain Sea Grant (LCSG)
- Safer Pest Control Project (SPCP)
- University of Illinois Extension
- Purdue University Extension
- Northwest Indiana Regional Planning Commission (NIRPC)

## Methods of Collaboration

- Workgroups
- Process documents - ex. how materials are developed
- Weekly phone conference
- Google documents
- Regular correspondence via email & phone
- Facilitation & presentations at trainings



Photo: Joe Mazza, bravelux



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## Efficiency Achieved by Transfer of:

### **Materials - factsheets, brochures, manuals, logos, website, project themes, research data**

- . Lake Champlain Sea Grant's projects 'Lawn to Lake' and 'Don "P" on your Lawn'
- . Lake Champlain Sea Grant's project (in collaboration with UNH), 'Landscaping at the Water's Edge: An Ecological Approach' & 'A Comprehensive Treatment of Buffers and Native Plants for Water Quality'
- . Lake Champlain Sea Grant's *Rain Garden Manual*
- . Safer Pest Control Project's factsheets
- . University of Illinois Extension Lawn Talk website

### **Process - training methods, existing marketing base, trainees, outreach process**

- . Safer Pest Control Project's Natural Lawn Care Training for Professional Landscapers and Municipalities
- . University of Illinois Extension's 'Environmental Leadership: Bringing Green Down to Earth'
- . University of Illinois Extension's Master Gardener and Master Naturalist programs
- . Illinois/Indiana Sea Grant's Land Use program 'Planning with POWER' (Protect our Water and Environmental Resources)

## Challenges

- . Transferring outreach program from a rural to an urban landscape.
- . Data collection for urban areas with little dedicated staff time.
- . Departmental restructuring leading to staffing uncertainties.
- . Staff overturn.
- . Natural disaster effected one partner's contribution for three months.
- . Collaborative reporting to the National Sea Grant office.



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Photo: Safer Pest Control Project



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## Lake Michigan Lawn to Lake Outreach Program

### Training for Multiple Audiences

Natural lawn care training workshops for Landscape Professionals, Municipalities, Homeowners, and Schools.

- . 4 workshops reached 538 people
- . 9,053 lawn acres impacted

### Train the Trainers

Workshops for Master Gardeners and teachers.

- . 6 workshops reached 131 Master Gardeners
- . Trainees expected to reach 30,000 people in 3 years through Master Gardener led events
- . 20 Teachers trained

### Outreach Program for Retail Stores

Outreach program to lawn product retailers to promote retail availability and sale of no-phosphorous lawn fertilizers and other low input lawn products.

### Regional Demonstration Sites

Created regional demonstration sites by working with property owners to convert lawns to a natural lawn care program.

