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

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 turnover.
- Natural disaster affected one partner’s contribution for three months.
- Collaborative reporting to the National Sea Grant office.

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.