

### \*\*\* State Network Project \*\*\*

## D1. Literature Review, Previous Work, Related Experience

### D1a. Website development and operations

The internet has become a primary channel for IPM communication. By October 2002, over 75% of New England households used the internet (Schoener, 2002), the highest proportion among nine U.S. census regions. New England also had the fastest growth rate for new users between 2000 and 2002 (Ibid). From 2002 to 2003, the number of U.S. households with access increased another 3% (Bumatay and Heineman, 2003).

Through the *Pest Resources Online for New England* website (<http://pronewengland.org>), the New England Pest Management Network is bringing a new level of coherence and accessibility to pest management information across the six New England states. PRONewEngland.org is different from, and does not replace, previously existing University and government pest management websites. PRONewEngland is a 'multiplier' that facilitates access to programs and resources, while also acting as a supplement with original content of its own that would otherwise be unavailable.

The site provides weekly updates of regionally-focused pest management news and event listings organized into geographic (i.e. by state) and topic categories. Parallel topic-oriented directories direct users to the best information online relevant to New England needs. The topic areas are:

- Biotechnology in pest management
- Crop and Livestock pests
- Health and Home indoor pests
- Invasive and Natural Resource pests
- Organic pest management
- Ornamental, Greenhouse, Nursery and Turf
- Pesticides

The information section site also features a database of 1136 pest management publications found on University and state government websites in New England. The entire contents of publications in the database are searchable by keyword. Other reference pages on the site provide links to surveys, crop profiles, pest management strategic plans and other content selected for quality and relevance to the pest management concerns of New England citizens.

A second search engine that covers the whole PRONewEngland.org site gives visitors the ability to find which of the 402 (and growing) pages on the site are most related to their interests.

PRONewEngland.org also serves as a communication switchboard to facilitate exchange between pest management stakeholders, other citizens, and public institutions. Stakeholder directories include all known private sector groups, Federal and state government agencies, and University education programs. These directories provide contact person names, phone numbers, mailing addresses, active email links which can be used directly from the site, and web page links where available.

Simple forms give PRONewEngland visitors an anonymous channel to add their suggestions, compliments and complaints to feedback databases that are shared with Federal, state and University program leaders.

The key components in the field of 'information architecture', and that define an effective website, are: 1) organization, 2) content, 3) labeling, 4) navigation, and 5) search (Head, 2002). PRONewEngland has been designed, and will continue to evolve, with attention to these attributes. The website addresses pest management needs and resources across six states, while keeping a balance between encyclopedic content and maintaining a small enough scale that the site as whole is comprehensible, "friendly", and easily navigated.

In addition to meeting all of the technical requirements for a state network project site, PRONewEngland has breadth, focus, and ambition. PRONewEngland.org is attempting to develop a brand identity for quality, efficiency and trust as a connector between University and government pest management programs and the people they serve. While there is much more to be done, we have laid the foundation for a portal that facilitates relationships and enhances access to online and 'offline' resources for the pest management interests of New England citizens.

#### **D1b. Stakeholder communications**

The New England Pest Management Network (NEPMNet) has established contacts with every known pest management stakeholder group in New England (see attachments 5 and 6). Stakeholder directories are online at [pronewengland.org/people.htm](http://pronewengland.org/people.htm). In April 2002 we met with our project Advisory Committee to introduce them to the New England Pest Management Network and to create a list of New England IPM priorities (see attachment 7). All of the groups listed in the private sector stakeholder directories were contacted by phone in August - October 2002. These phone contacts generated no additions to the AC stakeholder priority list. Another Advisory Committee meeting is scheduled for Year 1 in this proposal.

To complete our plan of work for the first round of NEPMNet funding, we will conduct a mail survey of stakeholder group priorities in spring 2004. In 2004-2007, state liaisons will conduct an annual census of the pest management priorities of stakeholder groups in their state. We will produce a regional priorities census compiled from the individual state reports.

We have the people, the technical infrastructure, the operational experience and established relationships with key stakeholder groups to be the state network project for New England. We have a process to acquire and aggregate individual state responses to EPA and USDA queries.

Our state liaison network is poised to take on additional roles for the 2004-2007 NEPMNet funding cycle. State liaisons will serve as the support team for workshops to address stakeholder priorities. This proposal describes the first of four such annual workshops. It will focus on several highly rated items from the NEPMNet Advisory Committee priority list (attachment 7). These include:

- “EPA staff should come to New England for first-hand looks at how pesticides are used and to better understand the context for pesticide regulations”.
- “EPA should allow New England states to make a coordinated single regional request to EPA for Section 18 and 24C labels rather than each state having to duplicate the process”.
- “Minor use crops are very important in New England. The New England Pest Management Network could serve as a vehicle to coordinate responses to EPA for a stronger regional pest management community voice”.

The workshop will bring a group of Federal pest management policy decision makers to New England to see IPM in action and provide opportunity for dialogue with growers, state regulatory officials, Extension specialists and researchers. A tour of farms and other pesticide use sites on the first day will provide opportunities for dialogue on the impact of regulations, and the economic and social constraints that confront pest managers. A roundtable discussion on day two will explore ways to enhance and streamline communications between EPA and regional stakeholders.

Over the past three years, the NEPMNet state liaisons have established a track record of working together to produce regional pest management tactic surveys, crop profiles, and pest management strategic plans (PMSPs). The second section of this proposal (D2-I2) describes the roles state liaisons will play in conducting regional surveys, profiles and PMSPs in 2004-2007. State liaisons will also act as in-state contacts for the New England Pest Forecast System described in the third section (IPM Working Groups Priorities Competitive Fund) of this proposal.

## **E1. State Network Project Goals and Supporting Objectives**

**Goal 1: Serve as a focal point for communication between the public, pest management stakeholders, government agencies, and University programs in the six New England states. Foster collaboration across state and program boundaries, and along lines of stakeholder interests. Increase public access to IPM information.**

### **Objectives:**

- a. Maintain weekly updates to the PRONewEngland News and Events listings (see [pronewengland.org/pronews.htm](http://pronewengland.org/pronews.htm)). Add regional Extension pest management newsletter authors and state regulatory officials as sources for News items. Increase the number of sources for Event listings.
- b. Maintain and continue development of the PRONewEngland information directories. Check for continued availability of existing links; continue searching for alternative sources that are pertinent to New England pest management concerns (see [pronewengland.org/proinfo.htm](http://pronewengland.org/proinfo.htm)).
- c. Maintain and update the Fact Sheet Finder searchable database of 1136 New England pest management publications. Maintain active current links to all publications; include additional publications as they become available. Expand the database so that it can be searched and sorted by publication date and by subject category.

d. Update the PRONewEngland directories of private and public stakeholder groups with current contact names, email, phone number, and mailing addresses. Update state pest management 'Pest buster' directories of first responder contacts for pest management queries (see [pronewengland.org/propeople.htm](http://pronewengland.org/propeople.htm)).

e. Collect comments submitted to the feedback databases through the PRONewEngland dialogue forms. Forward the feedback comments to the government agencies and University programs to which they were addressed (see [pronewengland.org/prodialogue.htm](http://pronewengland.org/prodialogue.htm)).

f. Encourage participation, provide technical support, and act as discussion moderator for the PRONewEngland pest management email listserv.

g. Publish a quarterly stakeholder outreach email newsletter with synopsis of the most significant New England pest management press clippings; regionally relevant IPM accomplishments and news from individuals, University, state and Federal programs; update calendars of upcoming pest management events; promote collaboration opportunities. Distribute the newsletter to individual subscribers who join through the signup form on the PRONewEngland website, to Advisory Committee members, to the organizations listed in the PRONewEngland stakeholder directories, and to individual stakeholders in each state through the NEPMNet state liaisons.

h. Provide an effective and accountable mechanism to insure prompt delivery of complete responses from each of the New England states to USDA and EPA pest management queries. This is in response to the following item from the NEPMNet Advisory Committee's priority list: "A coordinated regional response could better represent the New England pest management community in federal decisions." (See attachment 7 for full report on Advisory Committee priorities).

i. Encourage proposals and provide financial administration for projects funded by the Northeast IPM Center in the New England states.

## **Goal 2. Engage New England pest management stakeholders in identifying IPM priorities and steps to address them.**

### **Objectives:**

2a. Increase representation from IPM Working Groups (IWG) and private industry on the Advisory Committee (AC).

2b. Meet with the AC to update members and receive guidance on project activities; review status and update the 2002 AC priorities list; get direction for workshops to address AC priorities (see 2c below); and get feedback on the New England Pest Management Network proposal plans for funding in Years 2-4 (2005-2007).

2c. Conduct an annual priority census of private and public stakeholder groups in each New England state, consolidate responses into a regional report; send findings along with updated AC priority list to pertinent government agencies and University programs.

2d. Conduct first of four annual workshops focused on the AC priority list. The Year 1 event will be a tour and dialogue session for EPA officials, private sector pest managers, state regulatory staff, and New England pest management University Extension and research personnel. Two topics for discussion will be how to insure that regional conditions and "minor crops" important in New England are recognized in Federal pesticide registrations, and to explore the possibility of regionalized New England applications for Special Local Needs and Emergency pesticide registrations.

**Goals 3 & 4.** Objectives and procedures for these goals are described under the “Survey – Profile – Plan” section and the “IPM Working Group Priorities Competitive Fund” section of this proposal.

## **F1. Procedures**

### **Goal 1 - Communications and website**

#### **Procedures for objectives 1a – 1f** (website operations).

Co-Project Director Glen Koehler will continue as PRONewEngland.org webmaster leveraging the infrastructure (e.g. Dell PowerEdge Windows 2000 web server, FrontPage server extensions) and experience gained in building this and other pest management websites. Forty percent of Koehler’s time will be budgeted for objectives 1a – 1g.

WebTrends 8.1 is a software package that collects website user traffic statistics. WebTrends has been installed on the PRONewEngland web server and will be used to generate summary reports to document the number of visits, visitors, most popular pages, etc.

#### **Procedures for objective 1g** (stakeholder outreach newsletter).

Koehler will write the quarterly stakeholder outreach newsletter. State liaisons will respond to a monthly activity and pest management news query to provide representation for their state in the newsletter. Liaisons will collect material from their state by sending an email query to Extension, research, government and private sector pest management stakeholders in their state; compile replies into a state pest management news update; and forward the update to Koehler.

#### **Procedures for objective 1h** (respond to EPA/USDA queries).

Koehler will forward all EPA and USDA pest management queries received from the Northeast IPM Center to each of the NEPMNet state liaisons via email. There will be a two-week deadline for individual state responses, unless a shorter turnaround is dictated for a specific query. After two weeks, state responses will be compiled and reported back to the Northeast IPM Center, appropriate EPA and USDA contacts, and published on PRONewEngland.

States that meet the two-week response deadline will be recorded as being in compliance with state liaison requirements. The annual NEPMNet progress report will include a table of the compliance record for each state for queries distributed in the previous 12 months. We recognize and support that full funding in the following year for a state liaison will be contingent on reaching a performance threshold determined by the Northeast IPM Center.

#### **Procedures for objective 1i** (financial administration for Northeast IPM Center contracts).

The state liaison in each state will publicize availability of funding by the Northeast IPM Center for projects addressing regional pest management needs, and will provide financial oversight for any projects funded by the Northeast IPM Center in their state. While such projects will be financially managed through the New England Pest Management Network, the Northeast IPM Center will provide contractual oversight directly to the directors of those projects.

For the five states participating as subcontractors to Maine, the financial oversight will consist of authorizing payments to those projects as sub-sub-contractors. Any financial activity

on sub-sub contracts will have to be authorized at the state level, and then to the University of Maine as the regional lead institution. The University of Maine will therefore serve as the interface between the Northeast IPM Center financial office at Penn State University and all contracts issued in the six New England states.

## **Goal 2 – Stakeholder priorities**

### **Procedures for objective 2a,b** (Advisory Committee representation and meeting).

NEPMNet co-directors James Dill and Glen Koehler, with help from the other five New England state liaisons, will enlist increased representation from IPM Working Groups (IWG) and private industry on the Advisory Committee (AC). At an AC meeting in November 2004, committee members will review project activities, with particular attention given to plans for the AC priority workshops. The AC will also review and update the AC priorities list. A meeting evaluation by participants will be used to guide planning for future AC meetings.

The revised priorities list and meeting discussion summary will be mailed to all participants and groups listed in the PRONewEngland stakeholder directories, and posted on the PRONewEngland website.

### **Procedures for objective 2c** (stakeholder group priority census).

Koehler will develop a draft standardized priorities survey form, with review and revision by state liaisons. State liaisons will mail the finalized survey with a personalized cover letter to stakeholder groups in their state. State liaisons will follow the mailing with a phone call to each stakeholder group in their state to increase response rate and to capture feedback that might not come through the questionnaire. Koehler will provide stakeholder group address labels to state liaisons to facilitate this mailing. While centralizing the mailings would be more efficient, the mailings are being done from within each state to foster local liaison - stakeholder relationships.

Two months after the mailing and phone calls, state liaisons will send a 1-2 page summary of responses received to Koehler, who will then create a regional summary. Koehler will publish the regional summary on PRONewEngland and send copies to the Northeast IPM Center, EPA and USDA contacts, and back to state liaisons for distribution to state level pest management programs and stakeholders in their state.

### **Procedures for objective 2d** (AC priority workshops).

Ann Hazelrigg, the Vermont state liaison, assisted by Sarah Kingsley-Richards, will organize the EPA – stakeholder dialogue tour. The other NEPMNet state liaisons will assist to engage participation by representatives from each state.

The Year 1 workshop will use an annual policy maker tour hosted by the Michigan IPM Alliance as a model (see [http://www.ipm.msu.edu/Pub\\_DecisionTour01.htm](http://www.ipm.msu.edu/Pub_DecisionTour01.htm)).

Since travel and lodging costs for Federal officials cannot be paid, primary tour costs will be salary and telephone expenses to organize the meeting, meals for all participants, and travel/overnight lodging costs for regional stakeholders. Additional expenditures will be required for vans to carry participants between tour sites and a meeting room for the day two discussion.

A summary of discussion points will be mailed to all participants and published on PRONewEngland. Participants will be asked to complete a meeting evaluation to guide planning for future AC priority workshops. Topics for workshops to address AC priorities in Year 2 - 4 will be discussed at the Advisory Committee meeting in Year 1.

### **State liaison duties for objectives 1g, 1h, and 2a-d**

All of the New England state liaisons have agreed to the following duties:

- 1) Respond to all NEPMNet information requests in a timely manner, even if the response is negative, or "not applicable to my state".
- 2) Provide state level information needed for the project web site, including timely response to monthly requests for pest management news and events query.
- 3) Assist in publicizing the PRONewEngland website and other project activities to citizens of their state
- 4) Conduct an annual mail and telephone pest management priorities census of private and publicly funded stakeholder groups in the state, compile this information into an annual report and send for publication on the project web site;
- 5) Cooperate with the project directors to enlist 5 participants per state for the project Advisory Committee.
- 6) Solicit proposals to Northeast IPM Center from in-state stakeholders. Provide financial oversight for projects funded in home state.
- \*7) Provide state representation in NEPMNet pest management tactic surveys by providing mailing lists, reviewing survey form, sharing it with appropriate in-state Extension staff, and giving state approval as representative for regional report.
- \*8) Assist PRO New England crop profile authors if help is needed finding state production statistics, by reviewing draft, sharing it with appropriate in-state Extension staff, and giving state approval as representative for regional report.
- \*9) Contribute to NEPMNet pest management strategic plans (PMSP) by providing grower contacts to participate in PMSP meeting, by reviewing draft, sharing it with appropriate in-state Extension staff, and giving state approval as representative for regional report.
- \*10) Provide starting dates for pest forecast models (observation dates for apple green tip, first bloom and full bloom; full bloom dates for forsythia and common lilac).
- 11) Participate in NEPMNet team meetings and conference calls.

\* Starred state liaison duties relate to objectives described in the "Survey-Profiles-Plans" and "IWG Priorities" sections of this proposal.

### **G1. Literature Cited**

Bumatay, M., and M. Heineman; *Nearly 40 Million Internet Users Connect Via Broadband, Growing 49 Percent, According To Nielsen//Netratings*, Nielsen Inc., June 17, 2003  
Online at [http://www.nielsen-netratings.com/pr/pr\\_030618\\_us.pdf](http://www.nielsen-netratings.com/pr/pr_030618_us.pdf)

Head, A.J. quoted in *Information Architecture for the World Wide Web 2<sup>nd</sup> edition*; Rosenfield, L., and P. Morville; O'Reilly and Associates; 2002.

Schoener, S.; *U.S. Mass Market Loves Broadband More Than Ever*; Gartner Group, 2002.  
Summary available at [http://www.cenic.org/NGI/Gartner/Report/Attachment\\_C.htm](http://www.cenic.org/NGI/Gartner/Report/Attachment_C.htm)

**H1. State Network Project Probable Duration:** 12 months

(Year 1 is covered by this proposal and budget, with plan to continue into Years 2 – 4 of the funding cycle)

**II. State Network Project Evaluation Plans**

We will increase the frequency of annual progress reports to every six months. This will allow for mid-year feedback on our progress. The semiannual report will document progress made on all of the objectives outlined above according to the following criteria and timeline.

OBJECTIVES	Performance Rating & Documentation
<b>PRONewEngland website, Objectives 1a -1h</b>	
1a. Weekly News and Events updates	Percentage of weeks updates completed
1b,c,d. Information directory and database development	Number of link and contact information updates
1e. Weekly feedback referrals	Percentage of weeks referrals made
1f. Listserv supervision	Number of participants and messages
1g. Quarterly newsletters	Number of issues. Attach copies to progress report.
1a – 1g General	Web traffic summary - numbers of visits, visitors, most popular pages and other web traffic statistics. User feedback from web dialogue forms, annual stakeholder priority census.
1h, 1i. State liaison activity: - Responses to EPA, USDA - Completion of state stakeholder group survey - Responses to monthly pest management news, accomplishment, and event requests - Solicitations and financial oversight for Northeast IPM Center in-state contracts - Assistance and participation for stakeholder priorities workshop - *State representation in pest management tactic survey, crop profile and strategic plans; - *In-state contact for pest forecast models.	- Percentage of responses completed on time - State stakeholder priority summary report  - Monthly state pest management program updates  - Number of proposals to Northeast IPM Center submitted from each state. Financial oversight service for funded projects - State representation in the workshop  - * Percentage of surveys-profiles-plans for which state representation and review were completed.  - * Provision of biofix dates for pest forecast models. Evidence of notification of state stakeholders.
(* - duties starred activities are described in the Survey-Profile-Strategic Plan and IPM Working Priorities sections of this proposal.)	

<b>Stakeholder Communications, Objectives 2a – 2d</b>	
2a. Increase IWG and private industry representation on Advisory Committee (AC)	Membership balance of revised AC.
2b. Update AC priorities list and get project feedback	Completion of revised priorities list. AC meeting discussion summary. Summary of AC meeting evaluations.
2c. Annual stakeholder group survey	% of groups contacted, % providing a response. State census summaries and regional synopsis.
2d. AC priority workshop	Workshop discussion summary. Summary of participant evaluations.

### **Timeline for Year 1 State Network Project Objectives**

(contingent upon funding approved by April 1, 2004)

Ongoing - PRONewEngland site updating, listserv supervision, EPA-USDA query responses

June 30 – First quarterly stakeholder outreach report.

July 30 – Expansion of Fact Sheet Finder database. Semiannual progress report to Northeast IPM Center.

September 30 – Second quarterly stakeholder outreach report.

November 15 – Annual state stakeholder group surveys initiated.

November 30 – Advisory Committee membership additions, meeting.

December 15 – Advisory Committee priorities workshop and annual state stakeholder group surveys completed.

December 31 – Summary reports from AC meeting and AC priorities workshop. Third quarterly stakeholder outreach report. Regional synopsis of annual stakeholder group surveys. Second progress report with performance ratings to Northeast IPM Center.