Application for Green-Blue Grants Program

1. Contact Information:
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2. Project Title: IPM and Water Quality Training for Home Gardeners

   Objective: Train home gardeners in the basics of IPM and Water Quality by preparing
   a training session and presenting it at the 3 Spring Symposia sponsored by the WMMGA
   in March and April 2008 in Hampden, Franklin, and Berkshire Counties, Massachusetts.
   Also use a condensed version of this training as a presentation for garden clubs in
   Western Massachusetts through the WMMGA Speakers Bureau.

   Rationale: The WMMGA is an independent, non-profit organization whose mission is
   to educate home gardeners in good, sustainable, gardening practices. Its members are
   trained in horticulture and IPM. Among other activities, the WMMGA annually runs 3
   one-day Spring Symposia for home gardeners in Western Massachusetts. At each of
   these symposia, gardeners can attend up to three separate 90 minute training sessions.
   Developing a session specifically focused on IPM and Water Quality and including it in
   each of the symposium programs with a single, well qualified trainer, is an efficient way
   to reach a large number of home gardeners. Once the training is developed, it can be
   published on CD-ROM and also be shared with garden clubs and other organizations who
   request programs through the WMMGA Speakers Bureau. The issues identified by the
   Blue-Green summit are of high significance in Western Massachusetts due to intense
   development pressure in the region and the proximity of residential development to
   wetlands, streams and rivers. The WMMGA is already working with the Massachusetts
   Riverways Program and local Conservation Commissions in the Connecticut River
   watershed and has created a demonstration stream-side garden that minimizes
   environmental impacts while still presenting an aesthetically pleasing garden.

3. Fit with Blue-Green Summit Ideas:
   The proposed training session directly addresses the ideas listed under “Areas of Greatest
   Need”, “Potential Messages Related to Turf Management”, and “Teaching Consumers to
   Connect Their Behavior to Water Quality” by providing information on IPM and its
   relationship to water quality directly to homeowners who manage their own grounds and

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gardens and who hire lawn and landscape care professionals. By also providing the training to garden clubs, we will be reaching out to individuals who are influential in their communities and can bring pressure on local governments to utilize IPM principles in planning and maintaining municipal landscaping in parks, schools, and public spaces.

4. Evaluation Plan: The WMMGA will keep track of the number of individuals trained and will follow up each training session with a survey to evaluate the potential impact of the training on gardening practices of the attendees.

5. Budget:

   - Handout materials for the training sessions
     - 250 copies of 5 pages, stapled $125.00
   - Mileage expenses for the trainer
     - 300 miles (3 x 100 miles round trip) @ $0.14/mi $42.00
   - CD-ROM publishing
     - 10 copies at $2.00 $20.00

   Total $187.00

6. In-kind and matching funds:
The WMMGA will provide the development hours, venue and digital projection equipment, advertising, registration, and survey compilation.

   September 6, 2007

George C. Kingston, Vice President, WMMGA