

Gardening for Clean Water

Supporting central Ohio landscape professionals, garden center staff and their customers in realizing the benefits of rain gardens and other storm water protection efforts.

Outputs	Outcomes		
	Short-term	Medium-term	Long-term
<p>Recruitment Make initial contact with four central ohio garden centers (completed). Make follow-up calls and updates to four nurseries. Introduce programs and recruit additional nurseries with display at two Central Environmental Trade Show Expos.</p>	<p>Six garden center locations and two growers have committed to participating in the program</p>	<p>Additional garden centers are expressing interest in participating in the program</p>	<p>Majority of garden centers are promoting stormwater infiltration practices to meet increased customer interest and requests Increase community conversation about stormwater issues and onsite stormwater infiltration options</p>
<p>Training Materials for Garden Center Staff Provide stormwater training materials, including: plant tags, brochures, videos, experiential and informational displays, a Project WET activity to encourage family participation, and a map to public stormwater infiltration gardening practices. Design supplementary plant tags for growers to inform customers about stormwater management provided by the plant.</p>	<p>Increase community conversation about stormwater issues and onsite infiltration practices</p>	<p>Increase community conversation about stormwater issues and onsite infiltration practices</p>	<p>Most garden centers and landscaping professionals in Columbus are aware of and engaged with onsite stormwater infiltration practices Most garden centers are actively promoting stormwater infiltration practices to their customers. Garden Center efforts are recognized as complementing and benefiting the objectives of TMDL studies and Water Action Plans, CORGI, and City of Columbus Green Memo II.</p>
<p>Training Workshops for Garden Center Educate garden center sales staff about the purpose, need and skills for program implementation. (4 workshops; 1 per nursery) Provide training for garden center design staff with more specialized information. (1 workshop) Meet with garden center staff after participating for one year for evaluation and follow-up. (4 sessions; 1 per nursery) Increase customer awareness by helping staff facilitate program information. (4 workshops) Help facilitate on-site evaluation for garden center customers. (As needed) Contact participating garden centers to discover where they need more encouragement, guidance and assistance. (Bi-monthly call)</p>	<p>Partnering garden centers are aware of requesting, and using available resources. A variety of opportunities are available to engage novice and experienced gardeners, families, and businesses at various interest levels to reach a larger customer base.</p>	<p>Original garden centers continue to incorporate new practices and products with customers. Garden Centers are engaging customers and businesses to actively promote onsite stormwater infiltration.</p>	<p>Garden Centers see the incorporation of stormwater infiltration practice education and resources as a benefit to their customers and their business. Improved water quality as a result of reduced stormwater runoff into streams. Sales of native, rain garden plants and rain barrels are benefiting business.</p>
<p>Recognition program Include participating garden centers and growers on CORGI website and in written CORGI materials. Publicize program four times over the next two years to communicate success, recognize nursery participants and encourage customer participation.</p>	<p>Garden center staff understands and are able to explain to customers how</p>	<p>Garden center customers knowledge and</p>	

they can improve stormwater quality through their gardening and landscaping choices.

Customers are using information and resources to implement stormwater infiltration practices on their property.

Increased sale of native and rain garden plants and rain barrels.

awareness is improving as a result of garden center education materials, training, and staff knowledge

Customers are sharing their knowledge and interest with others

Sales of native, rain garden plants and rain barrels are benefiting business.