



Virginia Native Plant Marketing Programs and Resources

(Directory updated 8-13: please note that this directory will be updated as frequently as possible and it is possible that it may not reflect new efforts and project updates – please contact partners directly with any questions.)

Virginia CZM Program:

- <http://www.deq.virginia.gov/Programs/CoastalZoneManagement.aspx> (contact: Laura McKay, Program Manager – Laura.McKay@deq.virginia.gov and Virginia Witmer, Virginia CZM Program Outreach Coordinator - Virginia.Witmer@deq.virginia.gov) In 2011, the Virginia CZM Program reached out to other state and regional focused partners engaged in native plant marketing efforts and initiated the Virginia Native Plant Marketing Partnership - a forum to collaborate and coordinate, leading to more consistent messaging to the general public and greater efficiencies in the use of limited resources. Reflecting information provided by the partners, Virginia CZM staff began to compile a Native Plant Marketing Partner and Resource Directory. Together the partnership also began to identify potential collaborative activities or actions to increase the use of natives.

It was in the spirit of expanding and informing a broader partnership that the Virginia CZM Program and the Department of Game and Inland Fisheries - one of the program's network partner agencies - hosted *Increasing the Use of Virginia Native Plants: Social Marketing, Collaboration and Coordination*, on May 3, 2013.

Plant ES Natives Campaign -

Virginia CZM launched the *Plant ES Natives campaign* in April 2009 in Accomack and Northampton Counties, using a community-based social marketing approach. A report on the campaign website outlines the campaign's research, SM techniques and multi-media package, status and cost of all facets of the campaign, and mid-campaign evaluation

and results -

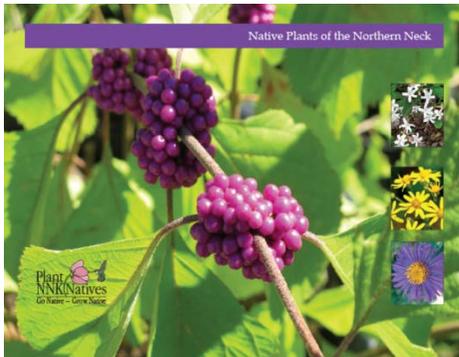
<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/PlantESNatives.aspx>. Facebook - <http://www.facebook.com/pages/Plant-ES-Natives/148082101925811?sk=photos>.

Regional Native Plant Lists –

Virginia CZM staff worked with Natural Heritage Division staff at the VA Department of Conservation and Recreation to create a map that delineates planting regions in Virginia's coastal zone, and to develop regional native plant lists, based on the Flora of Virginia. These regional lists are being used to design regional native plant guides.



Plant NNK Natives and Plant NoVA Natives Regional Campaigns – Guided by this map, the Virginia CZM Program is currently funding development and implementation of the *Plant NoVA Natives* campaign and the *Plant NNK Natives Go Native – Grow Native* Campaign, and is working with the Hampton Roads PDC on a scope of work for a new campaign in that region. These campaigns are programmatically linked through the use of shared campaign techniques and materials, and visibly linked through shared design elements in their campaign logos. Multi-media elements of the *Plant ES Natives* Campaign strategy, such as a regional plant guide, plant tags in local garden centers, demonstration gardens with plant ID markers, have been



easily transferrable to address barriers common in all the regions to planting natives however each region is unique and the campaign's local steering teams focus on place-based approaches. A guide to "Native Plant of the Northern Neck" has been published and a guide to "Natives Plant of Northern Virginia" is under production.

More details on the *Plant NNK Natives* campaign can be found on the campaign website at -

http://www.nnnps.org/Go_Native_Grow_Native.html, or contact the *Plant NNK Natives* Campaign Coordinator, Janet Pawlukiewicz (NNK Chapter of the Virginia Native Plant Society) at flickerhill@earthlink.net. For more details on the *Plant NoVA Natives* campaign contact, Corey Miles, NV Regional Commission, at cmiles@novaregion.org.

Piedmont Native Plant Initiative – (contact: Lonnie Murray; Thomas Jefferson SWCD, board member; Albemarle Natural Heritage Committee - murray4albemarle@gmail.com and Repp Glaettli, Water Resource Specialist, Albemarle Co. Dept. General Services- rqlaettli@albemarle.org. This initiative has developed a local native plants database for the Charlottesville/Albemarle region - <http://www.albemarle.org/nativeplants/>.

Department of Conservation and Recreation:

<http://plantmoreplants.com/> – (contacts: Gary Waugh/Julie Buchanan – Gary.Waugh@dcr.virginia.gov, Julie.Buchanan@dcr.virginia.gov) Launched in 2011 with partners in the Richmond, Baltimore, D.C. Metro area and Hampton Roads region, the *Plant More Plants* Campaign is a successor to EPA Bay



Program Chesapeake Club Campaign and is focused on increasing plant use among homeowners to mitigate storm water run-off and erosion and help improve the health of the Bay. The website includes planting plans, such as rain gardens. The campaign is not strictly focused on the use of native plants but does encourage their use and discourages the use of invasive non-natives. The

campaign is currently in partnership with over 36 retail garden centers and 40 landscapers. The campaign includes the use of social media – facebook, a blog and Twitter -

<http://www.facebook.com/plantmoreplants>.

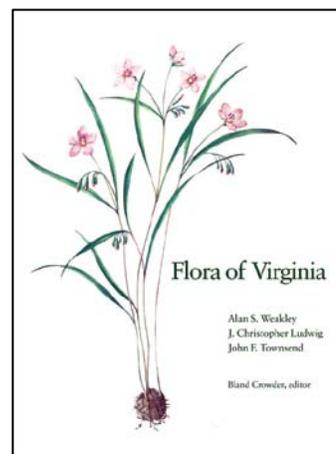
Division of Natural Heritage - completed an update of the coastal plain and mountain versions of the brochure *Native Plants for Conservation, Restoration and Landscaping* -



http://www.dcr.virginia.gov/natural_heritage/nativeplants.shtml developed by DCR with the Virginia Native Plant Society. Also check out the *Virginia Native Plant Finder*: http://dcr.virginia.gov/natural_heritage/np.shtml. This database uses plant lists from *Native Plants for Conservation, Restoration and Landscaping brochure series*. It also works nicely on a smartphone!

Flora of Virginia Project:

<http://floraofvirginia.org/index.shtml> (contacts: Bland Crowder/Chris Ludwig - Bland.Crowder@dcr.virginia.gov, Chris.Ludwig@dcr.virginia.gov) A 1,400-page, state-of-the-art manual describing and aiding in the identification of 3,500 taxa of plants native to Virginia or naturalized here, including 1500 new native plant illustrations, published in November of 2012. It is the first flora since *Flora Virginica* was produced in the mid-1700s. All information in the Flora will be available on-line Digital Atlas of Virginia Flora http://www.biol.vt.edu/digital_atlas/ - a partnership with Virginia Botanical Associates and Virginia Tech. Users can search for species by county on the atlas website and DCR Natural Heritage staff is currently contributing photographs to the atlas. In response to the public's penchant for all things digital, the Flora is planning to release an app for i-Phones and i-Pads. Partners in the Flora Project include DCR, the Virginia Native Plant Society, National Academy of Science, Virginia Botanical Associates, and Lewis Ginter Botanical Garden. The Flora Project and the Library of Virginia are designing a major exhibition at the Library that will run from March to September 2014 titled "The Flora of Virginia." It will feature early botanical works, illustrations, herbarium specimens, and illustrations and sculptures, some done just for the exhibition.



Department of Game and Inland Fisheries:



DGIF's efforts focus on enhancing wildlife habitat. (contact: Carol Heiser – Carol.Heiser@dgif.virginia.gov). The *Habitat Partners@* program - <http://www.dgif.virginia.gov/habitat/> - encourages corporate landowners, private landowners, schools and homeowners to improve habitat in their community that will benefit Virginia's songbirds, mammals, amphibians and other wildlife. It includes the *Corporate Habitat Program*, the *Habitat at Home Program* and *Schoolyard Habitat Program*. Reaching out to those who can make a big impact and reach many people by setting a good example, including land-use decision-makers and large landowners – business, corporations, schools, etc. Recently focused on partnerships with the Science Museum, Capital One, and Randolph Macon College. Carol serves on the *Chesapeake Conservation Landscaping Council (CCLC)*.

Wetlands Watch:

<http://wetlandswatch.org/default.asp> - (contact - Shereen Hughes - Shereen.hughes@wetlandswatch.org) Wetlands Watch promotes the use of conservation landscaping (including the use of native plants) and other integrated shoreline best management practices (BMPs) like native plant buffers, wetlands protection and restoration, and living shorelines. They've focused on changing personal land-use behavior (through education and social marketing), working to increase the availability of native plants as well as consistently trained and certified conservation landscaping

professionals in the marketplace. For the past two years, they've promoted the increased use of conservation landscaping type stormwater BMPs on private property as TMDL/Watershed Implementation Plan and MS4 permit strategies for local government. In 2013, Shereen spoke on conservation landscaping at the Mid-Atlantic Horticultural Short Course and co-hosted "A Collaborative Summit – Protecting Water Quality through Actions on Urban-Suburban Properties" to bring together a very diverse audience engaged in efforts to increase the use of actions on private property that protect water quality and restore watersheds and habitats in Virginia's urban-suburban communities. Wetlands Watch has set up the "Collaborative Connection" on the Chesapeake Network to keep Summit participants networked and continue Summit-related discussions and ideas including ideas to increase the use of native plants. Wetlands Watch also is a Chesapeake *RiverWise* Communities partner.

Alliance for the Chesapeake Bay:

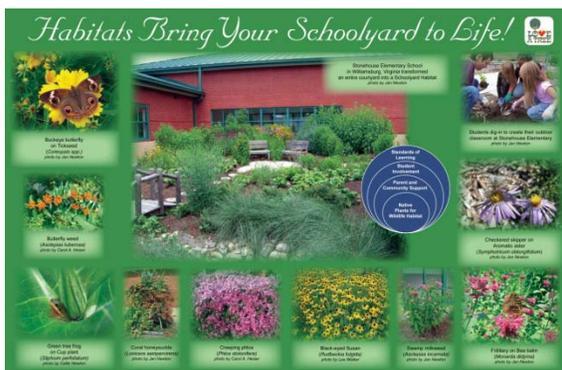
Chesapeake Native Plant Center – <http://nativeplantcenter.net/> (contact: Nissa Dean - ndeans@allianceforthebay.org) The ACB - <https://allianceforthebay.org> - partnered with USFWS to launch the web-based version of the *Native Plants for Wildlife Habitat and Conservation Landscaping: Chesapeake Bay Watershed*. Website was recently enhanced. Currently coordinating the *Greening Virginia's Capitol* initiative to retrofit the grounds and Richmond streets and alleys to reduce polluted runoff to the James River and Chesapeake Bay. The ACB co-hosted the Collaborative Summit with Wetlands Watch, VIMS, and UVa IEN and used the results of the Summit to inform a new model green infrastructure/stormwater retrofit program - Chesapeake *RiverWise* Communities – which is under development. The



RiverWise Program provides tools and resources to incentivize and enable citizens and businesses to reduce stormwater runoff by making important changes to how they manage their properties, including the installation of BMPs such as rain barrels, rain gardens, permeable pavement and the planting of trees.

Department of Environmental Quality - Division of Public Outreach and Communications:

(contact: Ann Regn – Ann.Regn@deq.virginia.gov) DEQ's Division of Public Outreach and Communications staff was instrumental in facilitation and planning for the Virginia CZM Program's first regional native plant social marketing campaign – Plant ES Natives, and facilitated the May 3 forum - *Virginia Native Plants Social Marketing, Coordination and Collaboration*. Ann Regn also guided development of the 2011 *Love-A-Tree Module: Habitats Bring Your Schoolyard to Life!* –



<http://www.deq.state.va.us/education/loveatree.html> - This environmental education module, sponsored by International Paper, pulls together resources from numerous partners centered on a single theme, to help teachers meet Virginia's Standards for Learning. The theme for this year's kit is native plants and focuses on how teachers and schools can create and use schoolyard habitats. Chris Ludwig, DCR-NH has

provided a plant list suitable for state-wide use to distribute in the kit. Ann Regn also is helping to develop an environmental education literacy plan for the Chesapeake Bay region. The Governor's Office is very interested in creating a new "green schools certificate program" (modeled after the existing "Virginia Naturally Schools" program) to help Virginia meet the environmental literacy goals of the 2009 Chesapeake Bay Executive Order. This green schools certificate program would include a native plant schoolyard habitat component.

Virginia Native Plant Society:

<http://vnps.org/chapters> - (contact: Nancy Vehrs, President - nvehrs1@yahoo.com). A grassroots organization with numerous chapters across the state. Northern Neck Chapter is coordinating the *Plant NNK Natives* campaign, funded by the Virginia CZM Program through the Northern Neck Planning District Commission.

Chesapeake Bay Foundation:

(contact: Chuck Epes, Assistant Director of Media Relations - CEpes@cbf.org) CBF does not have an active native plant program, but promotes their use as bay-friendly/eco-friendly plants of choice. CBF exclusively uses native plants for their restoration work (stream buffers, wetland restoration, living shorelines, etc.), and they encourage natives in their “Gardeners for the Bay” promotions (which is not really a program as much as a way to outreach, engage, and educate another group of constituents) - <http://www.cbf.org/landscaping>.

Chesapeake Conservation Landscaping Council:

<http://www.chesapeakelandscaping.org/> - (contact: Christin Jolicoeur, president - cjolicoeur@arlingtonva.us) The CCLC has laid out eight essential elements of conservation landscaping, which they have set as a standard for landscape designers. (Landscape designers partnering in the Plant More



Plants campaign must adhere to these principles.) The Council needs more active partners and Virginia needs to be more involved. The Council hosts an annual conference - Turning a New Leaf – in December. The Council is spearheading an effort to develop a Chesapeake Conservation Landscaping Certification Program, and has sought funding from NFWF to initiate this project first in Maryland and eventually Bay-wide.

Master Gardeners:

<http://www.hort.vt.edu/mastergardener/> - (contact: David Close, State Coordinator - dclose@vt.edu) Virginia Cooperative Extension Master Gardeners (VCE-MGs) are volunteers with Virginia Cooperative Extension dedicated to working with the community to encourage and promote environmentally sound horticulture practices through sustainable landscape management educational programs. VCE-MGs provide communities with locally identified programs, including answers to individual questions via: hotlines and plant clinics; radio, newspaper, and computer links; educational programs to meet targeted needs, such as the establishment of community gardens for low income and elderly persons; education for the preservation of historic landscapes; urban tree planting programs; and guidance in making the natural environment accessible to all residents regardless of disabilities, incomes, or where they live. Virginia Master Gardeners have been active partners in the Virginia CZM Program’s regional native plant campaigns.

Master Naturalists:

<http://www.virginiamasternaturalist.org/> - (contact – Alycia Crall, State Coordinator - acrall@vt.edu) Virginia Master Naturalists are volunteer educators, citizen scientists, and stewards helping Virginia conserve and manage natural resources and public lands. The process for becoming a certified Virginia Master Naturalist typically takes 6 to 12 months. One starts by completing a 40-hour basic training course offered by a local chapter of the program. An additional 8 hours of advanced training are also required. An important part of the certification process is the required 40 hours of volunteer service. Chapters are in development across Virginia. In an area where there is no existing chapter, several interested people and an advisor from a sponsoring agency can start their own. The Virginia Master



Naturalist Program is jointly sponsored by Virginia Cooperative Extension, Virginia Department of Conservation and Recreation, Virginia Department of Environmental Quality, Virginia Department of Forestry, Virginia Department of Game and Inland Fisheries, and Virginia Museum of Natural History. It is based in the Department of Forest Resources and Environmental Conservation within the College of Natural Resources and Environment at Virginia Tech. Virginia Master Naturalists have been active partners in the Virginia CZM Program's regional native plant campaigns.

Virginia Nursery and Landscape Association –

(contacts: Virginia Rockwell, representative, landscape designer, horticulturist - Virginia@GentleGardener.com and Tom Thompson, representative, landscape designer - naturalartlandscaping@yahoo.com. VNLA produces an annual *Guide to Virginia Growers* – flip-page version online http://issuu.com/hortman48/docs/2013growersguide_p2 or use search feature at <http://www.vnla.org/GrowerGuide/tabid/7080/Default.aspx> .



Virginia Soil and Water Conservation Districts:

http://www.dcr.virginia.gov/stormwater_management/swcds.shtml and Virginia Association of Soil and Water Conservation Districts - <http://vaswcd.org/> (contact: Beth Sokolik, Education & Training Coordinator, VA Assn. of Soil & Water Conservation Districts - elizabeth.sokolik@vaswcd.org) Local soil and water conservation districts have been active partners in the Virginia CZM Program's regional native plant campaigns.

Lewis Ginter Botanical Garden:

<http://www.lewisginter.org/> - (contact – Jay Austin, LBG Horticulturist, jaya@lewisginter.org) Lewis Ginter Botanical Garden www.lewisginter.org is an 80-acre non-profit botanical garden located in Richmond, Virginia. The Garden serves the increasingly urbanized community as a place of natural beauty and environmental education. The Garden's mission is to enlighten and inspire its constituents through its outstanding botanical collections, horticultural displays and landscape design. The Garden engages its constituents with the natural world through interpretation, programs, educational resources and outreach, and advocates for sustainability and stewardship of our planet. The plant specimens in its collections offer combinations of new, unusual, interesting, native, exotic, or rare plants in beautiful, creative, and sustainably managed settings. The Vienna Cobb Anderson Meadow contains approximately 100 native species displayed in a naturalistic setting. The Garden's Living Collections Policy (2012) states an ongoing commitment to improving its native plant collection, using *The Flora of Virginia* (2012) as the guiding text for a synoptic collection. The Hydrologic Master Plan for the Garden includes developing a native plant garden in the future that will demonstrate design practices which treat water as a critical and valuable resource.

Virginia Institute of Marine Science:

<http://ccrm.vims.edu/livingshorelines/> (contact: Karen Duhring, Center for Coastal Resources Management- karend@vims.edu) Living Shorelines are restored shorelines that, in addition to

protecting property from erosion, provide habitat for fish, birds and other wildlife. Like undisturbed natural shorelines, they also protect water quality by trapping excess nutrients and sediment. The Virginia CZM Program Office has working with the program's partners, including VIMS, to promote Living Shorelines. This initiative uses native plants to re-vegetate the shoreline.

Virginia Tech:



(contact: Lisa Lipsey, Beautiful Gardens Program Coordinator - llipsey@vt.edu) The VLNA Beautiful Gardens Program is a collaborative effort of Virginia Department of Agriculture and Consumer Services (VDACS), Virginia Nurserymen's Association Horticulture Research Foundation (VNAHRF), and Virginia Polytechnic Institute and State University with partial funding from VNLA. One of the stated goals of the program is to make

available to the buying public a dependable source of native plants under an established, quality, name brand that will provide expanded and profitable production opportunities and marketing for existing and new Virginia ornamental plants producers.

Green Infrastructure Center:

<http://gicinc.org/> (contact: Karen Firehock, Executive Director - firehock@gicinc.org) Mission is to assist communities in developing strategies for protecting and conserving their ecological and cultural assets through environmentally-sensitive decisions, lifestyles and planning. Green infrastructure planning entails inventorying green assets, ensuring habitats are connected, and identifying opportunities for their protection and/or restoration, and developing a coordinated strategy to channel development and redevelopment to the most appropriate locations.

Virginia Department of Forestry:

<http://www.dof.virginia.gov/> (contact: Ellen Powell, Ellen.Powell@dof.virginia.gov)

Norfolk Botanical Gardens:

<http://norfolkbotanicalgarden.org/>

Virginia Cooperative Extension:

<http://www.ext.vt.edu/>

Audubon Society of Northern Virginia:

<http://audubonva.org/>

Richmond Audubon Society:

<http://www.richmondaudubon.org/>

Audubon Virginia Important Bird Areas:

<http://web4.audubon.org/bird/iba/virginia/>

Eco Discovery Park:

<http://ecodiscoverypark.org>

Elizabeth River Project:

<http://www.elizabethriver.org>

Lynnhaven River Now:

<http://www.lynnhavenrivernow.org>

Center for Watershed Protection:

<http://www.cwp.org>

James River Association:

<http://www.jrava.org/what-we-do/river-hero/>

<http://jrava.org/what-we-do/watershed-restoration/Native%20Plants.pdf>

National Wildlife Federation:

<http://www.nwf.org/Where-We-Work.aspx>

Resources:

Virginia Native Plant Species:

- ***The Flora of Virginia Project*** - http://www.dcr.virginia.gov/natural_heritage/vaflora.shtml The definitive guide to Virginia native plants. (site includes information on development of project and order form.)
- ***Digital Atlas of the Flora of Virginia*** - All information that will be printed in the Flora is also being digitized and will be available on-line Digital Atlas of Virginia Flora http://www.biol.vt.edu/digital_atlas/ - a partnership with Virginia Botanical Associates and Virginia Tech. Users can search for species by county on the atlas website and DCR Natural Heritage staff is currently contributing photographs to the atlas.
- **Virginia Living Shorelines** - <http://www.ccrm.vims.edu>
- ***Native Plant Center*** - The portal uses the U.S Fish and Wildlife Service's native plant database, associated with the publication entitled *Native Plants for Wildlife Habitat and Conservation Landscaping: Chesapeake Bay Watershed*. <https://allianceforthebay.org/initiatives/healing-the-land/native-plant-center/> Also <http://www.nps.gov/plants/pubs/chesapeake/toc.htm>
- ***USDA Plants Database*** (United States Department of Agriculture Natural Resources Conservation Service) - <http://plants.usda.gov/>
- ***Lady Bird Johnson Wildflower Center at the University of Austin*** - <http://www.wildflower.org/>
- ***Flora of North America*** - <http://www.fna.org/>

- ***Piedmont Virginia Native Plant Database*** - www.albemarle.org/nativeplants/

Invasive Species:

- ***Invasive Alien Plant Species of Virginia***, Natural Heritage/Virginia Department of Conservation and Recreation - http://www.dcr.virginia.gov/natural_heritage/invspinfo.shtml
- ***National Invasive Species Information Center*** - <http://www.invasivespeciesinfo.gov/>

Native Plants for Wildlife and Water Quality Resources:

- ***Bringing Nature Home: How You Can Sustain Wildlife with Native Plants***, by Douglas W. Tallamy - <http://bringingnaturehome.net/native-gardening/gardening-for-life>
- ***Virginia Hospitality***, Center for Conservation Biology and Virginia CZM Program - <http://www.deq.virginia.gov/coastal/documents/hospital.pdf>
- ***How to Attract Butterflies – Basics to Gardening For Pollinators*** – <http://www.fs.fed.us/wildflowers/pollinators/gardening.shtml> and http://www.fs.fed.us/wildflowers/pollinators/documents/factsheet_chesapeakebay.pdf -
- ***General Landscaping for Wildlife article*** – <http://www.fs.fed.us/wildflowers/nativegardening/landscapingforwildlife.shtml>
- ***Migratory Birds of the Lower Delmarva - A Landowners Guide*** - College of William and Mary and Virginia CZM Program - <http://www.deq.virginia.gov/export/sites/default/coastal/documents/delmarva.pdf>
- ***Habitat at Home*** - Virginia Department of Game and Inland Fisheries - <http://www.dgif.virginia.gov/habitat/wild-in-the-woods/habitat-at-home.pdf>
- ***Backyard Habitat*** - National Wildlife Federation - www.nwf.org/In-Your-Backyard.aspx
- ***Creating a Butterfly Garden Fact Page*** - Virginia Department of Game and Inland Fisheries - <http://www.dgif.virginia.gov/habitat/butterfly-garden.asp>
- ***The Butterfly Society of VA*** - <http://www.butterflysocietyofva.org/>
- ***Pollinators*** - <http://www.fs.fed.us/wildflowers/pollinators/gardening.shtml> and <http://pollinator.org/posters.htm>
- ***Butterflies and Moths of North America*** - <http://www.butterfliesandmoths.org/>
- ***Selecting Trees and Shrubs for Birds Fact Page*** - Virginia Department of Game and Inland Fisheries - <http://www.dgif.virginia.gov/habitat/landscaping-for-the-birds.asp>

- **Grow a Native Grass Meadow Fact Sheet** - Virginia Department of Game and Inland Fisheries - <http://www.dgif.virginia.gov/habitat/wild-in-the-woods/grow-a-native-grass-meadow.pdf>
- **Woodland Habitat Garden Fact Page** - Virginia Department of Game and Inland Fisheries - <http://www.dgif.virginia.gov/habitat/woodland-garden.asp>
- **How to Build Native Bee Boxes** - <http://www.fs.fed.us/wildflowers/pollinators/beebox.shtml>
- **Wildflower Ethics** – <http://www.fs.fed.us/wildflowers/ethics/index.shtml> - *encouraging people not to take plants from the wild*
- **Smithsonian Department of Botany** - <http://www.nmnh.si.edu/botany/> - includes botanical art and images, references, botanical events and activities, information about research and collections.
- **Native Plants for Conservation, Restoration and Landscaping** – Virginia Department of Conservation and Recreation, Natural Heritage: www.dcr.virginia.gov/natural_heritage/nativeplants.shtml
- **Wild Ones Handbook Online-Landscaping with Native Plants** - provided by U. S. Environmental Protection Agency: www.epa.gov/greenacres/wildones
- **Rainscaping.org** - <http://www.rainscaping.org/>
- **Chesapeake Stormwater Network** - <http://chesapeakestormwater.net/category/publications/>
- **Virginia Department of Forestry**
 - Rain Gardens Technical Guide - <http://www.dof.virginia.gov/mgt/print/Rain-Gardens-Tech-Guide.pdf>
 - Riparian Forest Handbook - <http://www.dof.virginia.gov/water/print/Riparian-Forest-Handbook-1.pdf>