# Plant Eastern Shore Natives Campaign

*During the spring of 2009 a series of radio ads encouraged Eastern Shore residents to buy native when they visited their local garden centers - highlighting the beauty, ecological and economic benefits of the shore's native plants. These radio ads were part of a multi-media package of a new social marketing campaign – "Plant ES Natives".*

*The "Plant ES Natives" campaign was initiated and is being coordinated by the Virginia Coastal Zone Management (CZM) Program through the Virginia Seaside Heritage Program. The 6 year, $2.6 million Seaside Heritage Program built ecotourism infrastructure and restored eelgrass, oyster, marsh and beach-nesting bird habitat in and around the barrier island–lagoon system. The "Plant ES Natives" campaign is designed to protect that investment. An increase in native vegetation will provide water quality benefits critical to maintaining a potable water supply on the Shore, help maintain optimal water quality for Virginia's shellfish aquaculture industry and provide critical habitat for millions of migratory birds that rely on Virginia's Eastern Shore.*

*Given the many virtues of native vegetation, the Virginia CZM Program and its partners, have been working for 20 years to increase native vegetation on the Shore. It began with a songbird study in 1989 which documented the critical importance of the lower Delmarva Peninsula as a major "stopover" or rest stop for neo-tropical migratory songbirds.*

*In 1991, the Virginia CZM began working with Northampton County on the Northampton Special Area Management Plan (SAMP). One goal of this SAMP was to protect bird and fish habitats by maintaining maximum native vegetative cover. In 1993, as part of the educational component of this SAMP, the Virginia CZM Program created and funded the annual Eastern Shore of Virginia Birding and Wildlife Festival to demonstrate that there could be economic benefits from ecotourism, if the native vegetation so critical to birds were protected. Through the SAMP, a Sensitive Natural Resource Area Overlay was introduced and nearly adopted in Northampton County in 2003 which would have restricted the amount of existing native vegetation that a property owner could remove in order to protect water quality and quantity for humans, shellfish and birds.*

*Even though the SNRA Overlay District was not adopted, interested landowners were given a guide to what they could do on their land to provide better water quality and bird habitat. One educational guide produced through the Northampton SAMP and still used today, Migratory Birds of the Lower Delmarva: A Habitat Management Guide for Landowners, contains landscape design ideas and a list of native plants beneficial to migratory songbirds.*

*The Seaside Heritage Program has been very successful but human activities on the land could jeopardize this investment that supports sustainable industries such as shellfish farming and ecotourism. We hope the "Plant ES Natives" campaign will help ensure not only the continued success of seaside restoration efforts but also an excellent quality of life for Virginia's Eastern Shore residents and visitors.*

This campaign summary was updated March 2010.

Virginia Coastal Zone
MANAGEMENT PROGRAM

NOAA
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE

Coordination and implementation of the campaign is being funded, in large part, by the Virginia Coastal Zone Management Program at the Virginia Department of Environmental Quality through multiple grants from the National Oceanic and Atmospheric Administration Office of Ocean and Coastal Resource Management under the federal Coastal Zone Management Act. Grant funding also received from the Environmental Protection Agency through the Virginia Department of Conservation and Recreation and in-kind staff time from members of the campaign planning team - see page 4 for a lits of the members. A Campaign Budget Table can be found in Appendix A on page 33.

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## *Plant ES Natives Campaign Partners*

*(as of December 2009)*

Accawmacke Ornamentals
Accomack County
Accomack-Northampton County Planning District Commission
Alliance for the Chesapeake Bay *
Appleseed Nursery
Barrier Islands Center *
Bloomers Garden Center
Eastern Shore Alliance for Environmental Education *
Eastern Shore Nursery of Virginia
Eastern Shore of Virginia National Wildlife Refuge
Eastern Shore Soil and Water Conservation District *
Environmental Protection Agency
Garden Art
Hermitage Farm Nursery
Hortco Garden Center and Nursery
In Full Bloom Landscapers
Ivy Farms
Maplewood Gardens *
National Oceanic and Atmospheric Administration Northampton County
Southeastern Expeditions
Tankard Nursery
The Nature Conservancy *
Thomas Gardens
Town of Chincoteague
Town of Willis Wharf
University of Virginia Anheuser Busch Coastal Research Center *
USDA-Natural Resource Conservation Service/Eastern Shore RC&D Council
Virginia Coastal Zone Management Program *
Virginia Cooperative Extension *
Virginia Department of Conservation and Recreation - Eastern Shore Regional Office *
Virginia Department of Environmental Quality - Office of Environmental Education *
Virginia Department of Game and Inland Fisheries *
Virginia Eastern Shorekeeper
Virginia Master Gardeners *
Virginia Master Naturalists *

(* representative on *campaign planning team*)

# *“Plant ES Native” Campaign Design Framework*

## *What is the problem or concern?*

Loss of native vegetation and fragmentation of native landscape on Virginia’s Eastern Shore has had a keen impact on the Shore’s ecological integrity - wildlife habitat, water quality, water quantity – as well as the historical, pre-European natural character of the Shore so attractive.

## *What are the new behaviors (specific actions) desired?*

- Residents maximize their use of native vegetation.
- Residents minimize their use of non-natives and do not plant invasives.

## *What pre-campaign research was conducted?*

Design of the new “Plant ES Natives Campaign” was guided by research conducted on the Shore in late 2008 through interviews, focus groups and a written survey of private and public landowners, garden centers, nurseries, landscapers, and others. This research, funded by a NOAA grant to the Virginia CZM Program, identified barriers that have inhibited planting of natives, benefits landowners perceived they would get if they increased their use of natives, and what multi-media approach would be most effective in reaching an Eastern Shore audience. The major barriers discovered were a misperception that native plants are scraggly, weedy and unattractive; a lack of understanding about which species are native to the Shore; and a lack of availability of natives at local garden centers due to limited demand.

Based on this research, the campaign focuses on the beauty of natives (the slogan is “They’re Shore Beautiful!) and the habitat value of natives (the hugely significant role the Shore plays as a rest stop to migratory birds each spring and fall). The Team’s research was met with great enthusiasm. Seven focus groups were convened and over 40 people participated - individual homeowners and representatives of community organizations, schools, and local government. 300 written survey forms distributed through the Eastern Shore News in November were returned. It was clear to people in both counties that this campaign can be a winning effort for the environment, the residents and local plant providers on the Shore. Nevertheless, the Team and the campaign’s current partners understand that we need a multi-year effort to overcome these barriers and make using native plants on the Shore the social norm.

## *What were are research question(s)?*

Focus group interview guide and written survey distributed through the Eastern Shore News can be found in Appendices B & C.

## *Who have we listened to?*

- Private residential landowners who are interested in or engaged in landscaping their property
- Community groups and organizations focused on landscaping, or preservation of the landscape, for its environmental and economic benefits, and/or represent the Eastern Shore population, including Virginia Master Gardeners and Naturalists, garden clubs etc
- Garden center and nursery owners

- Landscapers
- Public landowners, including local government and school staff

### *How have we listened?*

- Informal dialogue
- Phone and face to face interviews
- focus groups
- written survey

From July – September 2008, the Eastern Shore Plant Native Team conducted a qualitative assessment, including focus groups and interviews, of private and public landowners, garden centers and nurseries, to identify the attitudes, perceptions and barriers to use of natives. The team considered the problem to be addressed – lack of native vegetation - and the behavior change needed – increased use of native species versus nonnative species – and identified stakeholders and possible target audiences for the campaign. The approach was somewhat modified in that the team directly recruited representatives from these groups to participate in the assessment. See Appendix B for the recruiting script and a list of focus group paricipants.

In August 2008, seven focus groups, led by facilitators from Virginia Tech and DEQ, were conducted in Accomack and Northampton counties. Forty one private and public landowner and native plant supplier and grower representatives attended the meetings. A written thankyou was sent to all participants. The interview guides for these meetings are attached in Appendix B. All focus groups were recorded, transcribed and a thematic analysis of the focus group findings was completed - see Appendix B.

In September 2008, the Plant Native Team conducted individual interviews with local garden centers and nurseries, focusing on those interested and invited to the focus groups but unable to attend. The interview questions and responses can be found in Appendix B.

On October 29, 2008, these qualitative findings were presented to the Plant Native Team during a behavioral thematic analysis meeting. During this meeting, the team considered how the findings supported and refined the campaign's broad and measurable goals and considered what positive, take action messages would resonate with the campaign's possible primary, secondary and tertiary audience(s) and lead to behavior change.

On October 30, 2008, the draft focus group findings were presented to focus group participants for validation prior to finalizing the written survey, which in turn served as a validation of the qualitative findings. The focus group participants were very engaged in this follow-up meeting, and provided additional insights and suggestions for messaging and delivering the message(s) to private and public landowners and community leaders, which was incorporated into the final focus group findings summary.

On November 19, 2008, a written survey was circulated in 11,500 copies of the Eastern Shore News newspaper. This was done in conjunction with publication of a Shore Outdoors educational insert focused on native plants. The team received 300 responses to this survey, a 2.61% return. An analysis of this survey was completed in December 2008. The survey form and results can be found in Appendix C.

### *What barriers to planting did the research reveal? What barriers do we need to remove before residential landowners can achieve the behavior we ask?*

The following are some of the barriers that we have identified through the focus group research conducted for this campaign.

1. lack of information about which plant species are native
2. lack of knowledge of the interdependence between native plants and animals
3. lack of availability of native plants
4. feeling that natives are scraggly and weedy, not colorful or attractive
5. lack of native plant purchasing guidance at garden centers
6. older gardens focus on non-native plants and traditional English box gardens
7. lack of publicly accessible demonstration sites showcasing native landscaping

### *Who did the research reveal is our primary target audience?*

Residential landowners, mainly female, between the age of 35 – 85, living in Accomack and Northampton counties, who are interested or engaged in landscaping and --

a. have little or no knowledge of Eastern Shore natives and therefore do not plant them
b. have some knowledge of natives but still do not plant them
c. have some knowledge of natives but are still unsure whether the plants they purchase are native

*Written Survey Results:*

Taking into account the difference in total population between Accomack and Northampton, there was a fairly even split in the response rate between these two counties. The fact that 72% of respondents to the survey categorize themselves as knowing “little” or “some” about native plants, while only 17% felt they knew “much” (13%) or “very much” (4%), is very significant. A response of “some” indicates that there is a need for education about natives – their value, benefits, identification, and maintenance.

- median age of our survey respondents is 61
- 60% and 40% split between Accomack and Northampton counties
- 26% and 71% split between male and female
- respondents have a lived an average of 27 years on the Shore
- 96.7% of respondents asked to be sent a copy of the new Accomack and Northampton guide to native plants

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response | Avg. |
|---|---|---|---|---|
| 1. a. County of Residence | | | | |
| Accomack | | 180 | 60% | |
| Northampton | | 119 | 40% | |
| 1. b. Years on E. Shore | | | | 27 |
| 1. c. Sex | | | | |
| Male | | 79 | 26% | |
| Female | | 212 | 71% | |
| 1. d. Age | | | | 61 |

- 48% of respondents said that they had “some” knowledge of native plants, 20% “little”
- only 13% felt they know “much and 4% “very much”
- 40% or respondents said that they currently purchase native plants for their property and 19% do not purchase natives, 35% said they are not sure

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| **9. How much do you currently know about native plants?** | 98.7% | | |
| Very little | | 45 | 15% |
| Little | | 59 | 20% |
| Some | | 144 | 48% |
| Much | | 38 | 13% |
| Very much | | 11 | 4% |
| No Response | | 4 | |
| **10. Do you currently purchase native plants for your property?** | 94.0% | | |
| Yes | | 121 | 40% |
| No | | 57 | 19% |
| Unsure | | 104 | 35% |
| No Response | | 18 | |

### *Who did the research reveal is our secondary target audience?*

Garden center owners, retail nursery owners and landscapers.

### *Who did the research reveal is our tertiary target audience:*

Large landowners and public landowners, including local governments, VDOT, Delmarva Power, schools, businesses (when and if resources allow).

### *What did the research reveal should be our awareness objectives and measures?*

Educate residential landowners about plants native to the Eastern Shore – identification, value, benefits and maintenance, with particular emphasis on that fact that many natives that are a naturally beautiful alternative to non-native flowering and ornamental species. (will be measured through post-campaign survey)

*Written Survey Results:*

As stated above, it is very significant that 72% of respondents to the survey categorize themselves as knowing “little” or “some” about native plants, while only 17% felt they knew “much” or “very much.” Even a response of “some” indicates that there is a real need for education about the value, benefits, identification, and maintenance of Eastern Shore native plants. It is also very significant that 38% of respondents do not know whether the plants they purchase are native indicating that better plant identification at point of sale is needed.

- 48% of respondents said that they had “some” knowledge of native plants, 20% “little”, while only 13% felt they know “much and 4% “very much”
- 40% of respondents said they purchase native plants for their property; 19% do not purchase natives; 35% said they are not sure whether the plants they purchase or obtain by other means are native

## *What did the research reveal should be our attitudinal objectives and measures?*

- Increase the percentage of residential landowners who view native plants as a naturally beautiful addition to their landscape (will be measured through post-campaign survey – see highlighted pre-survey results)
- Increase the percentage of residential landowners who view or recognize native plants as an integral part of the Shore's ecology.

*Written Survey Results:*

A large percentage of survey respondents say that "they plant and care for their trees, shrubs and other plants" to "beautify (their) property", while an equally large percentage say they consider "beauty" a strong determinate in deciding which plants to purchase. Feeding birds and butterflies ranked a close second to the reason residential landowners care for their plants/ landscape. There was a strong response to other environmental benefits as well, including the use of less water and fertilizer.

- 92% of respondents landscape to beautify their property, 82% to feed birds/butterflies
- 81% say they consider beauty to be an important characteristic of the plants they purchase, 76% choose "color, 76% choose "easy to care for" and 71% choose seasonal interest, 57% choose "native to Shore"
- 89% say that creation of wildlife habitat is a benefit that they look for when purchasing plants

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| **2. Why do you plant and care for your trees...?** | 99.7% | | |
| Preserve landscape | | 196 | 65% |
| Beautify property | | 277 | 92% |
| Feed birds/butterflies | | 246 | 82% |
| Maintain property value | | 130 | 43% |
| Relaxation | | 169 | 56% |
| Close to nature | | 167 | 56% |
| Harmony | | 95 | 32% |
| Other | | 42 | 14% |
| No Response | | 1 | |
| **7. What characteristics do you look for when purchasing plants?** | 99.0% | | |
| Beauty | | 244 | 81% |
| Color | | 228 | 76% |
| Scent | | 112 | 37% |
| Uniqueness | | 97 | 32% |
| Value (price) | | 137 | 46% |
| **Native to Shore** | | **172** | **57%** |
| Drought resistance | | 181 | 60% |
| Salt tolerant | | 67 | 22% |
| Flood resistant | | 41 | 14% |
| Seasonal Interest | | 213 | 71% |
| Easy to care for | | 228 | 76% |
| Requires less fertilizer | | 134 | 45% |
| No Response | | 3 | |
| **8. What beneficial effects do you look for when purchasing plants for your property?** | 95.7% | | |
| Prevent erosion | | 99 | 33% |
| Improve water quality | | 44 | 15% |
| Create wildlife habitat | | 266 | 89% |
| Improve air quality | | 86 | 29% |
| Reduce water use | | 106 | 35% |
| No Response | | 13 | |

## *What did the research reveal should be our behavior change measures?*

***This is the key measure of success of our campaign.***

An increase in the sale of native plants on the Eastern Shore–campaign will work with garden centers to capture measurements, such as -

a. Suppliers sell out of ES natives in stock
b. Suppliers note an increase in requests for ES natives
c. Suppliers tally ES native plant tags used in season
d. Supplier can track and compare sales of ES natives pre- and post- campaign
e. Suppliers gradually increase inventory of ES natives

*Written Survey Results:*

Nearly all respondents said they would be willing to increase the percentage of native plants in the landscape near and farther from their homes. Note that since 38% of respondents indicated that they are unsure whether the plants they purchase are native, the findings of what percentage of residential property that is currently planted with natives may not be accurate. The findings showing residential landowner willingness to plant a greater percentage of their property with natives is more significant.

- 14% say that the landscape near their house is currently 50% native; 30% say that they would be willing to plant 50%
- 20% say that the landscape further from their house is currently 50% native; 26% say that they would be willing to plant 50%
- 23% say they are willing to plant 100% of the landscape further from their house with natives

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| **12. What percentage of your property is currently planted with native plants?** | 78.7% | | |
| Near house 0% | | 13 | 4% |
| 10% | | 88 | 29% |
| 25% | | 74 | 25% |
| 50% | | 41 | 14% |
| 100% | | 10 | 3% |
| Farther away from house 0% | | 8 | 3% |
| 10% | | 38 | 13% |
| 25% | | 48 | 16% |
| 50% | | 61 | 20% |
| 100% | | 43 | 14% |
| No Response | | 64 | |
| **13. What % of your property would you be willing to plant with natives?** | 81.3% | | |
| Near house 0% | | 7 | 2% |
| 10% | | 36 | 12% |
| 25% | | 62 | 21% |
| 50% | | 91 | 30% |
| 100% | | 33 | 11% |
| Farther away from house 0% | | 6 | 2% |
| 10% | | 15 | 5% |
| 25% | | 43 | 14% |
| 50% | | 77 | 26% |
| 100% | | 69 | 23% |
| No Response | | 56 | |

# “Plant ES Natives” Campaign Strategy

In summary - With the research findings in hand, the campaign planning team met in January 2009 to design the campaign, including the campaign’s message, imagery and name. The “Plant ES Natives” campaign focuses on the beauty of natives - the slogan is “They’re Shore Beautiful! - and also focuses on the habitat value of natives (the hugely significant role the Shore plays as a rest stop to migratory birds each spring and fall). Virginia CZM designed and worked with the planning team to distribute campaign materials - outlined in this report.

In February, 2009, campaign planning team members visited local garden senters and nurseries prior to the launch of the campaign to encourage their partnership in the campaign and confirm what marketing materials would be provided through the campaign (ES native plant tags, banners, radio ads, website recognition) and what was asked of the garden centers in return - identifying their partnership by hanging the banner prominently, tagging all ES native plants, providing access to a campaign binder for costumers that includes a list of Eastern Shore native plants, and tracking the numbers (not sales figures) of Eastern Shore natives sold.

On April 24, 2009, the “Plant ES Natives” social marketing campaign was officially launched in Willis Wharf on the seasdie of Virginia’s Eastern Shore. Willis Wharf was chosen due to its location near the border of Accomack and Northampton counties. It is also site of a Wildlife Observation Deck funded by the Virginia CZM Program. A “Plant ES Natives” demonstration garden was planted around the platform prior to the event. The event was well received by just over 60 attendees. Local elected and non-elected officials and members of the media were in attendance along with representatives of the campaign partnership, including garden centers and nurseries, and the general public.

The Spring `09 phase of the “Plant ES Natives” campaign ran from April 1 through June 30, 2009 (radio ad dates).

In July, 2009, planning team members met with garden center owners for feedback on the spring phase of the campaign and any indications of an increasing interest as well as sale of natives. Tracking the sale of natives is proving to be a difficult measurement to obtain from the centers however we are hopeful this will improve in the second year of the campaign.

During the summer and fall of 2009, Virginia CZM staff worked with the campaign planning team and other resource experts to produce a new guide to “Natives Plants of Accomack and Northampton”

A Fall ‘09 phase of the campaign ran from September 23 through November 27, 2009 (radio ad dates).

## Messaging

- ***Key message*** - Eastern Shore natives are colorful and beautiful
- Eastern Shore natives are important habitat to wildlife
- Eastern Shore natives preserve the Shore's unique historically, natural beauty
- Eastern Shore natives are easy to care when established – drought resistant, require less fertilizer or none at, well suited to the Shore's environment

*Key language for campaign materials* (from focus groups) - viable, integrity, natural, harmony, green, sustainable, dependable, resistant, beautiful, regeneration, energy saving, preservation, unique, special,

## Campaign Slogan

***"ES Native Plants are Shore Beautiful!"***

*Written Survey Validation:*

- 92% of respondents landscape to beautify their property, 82% to feed birds/butterflies
- 81% say they consider beauty to be an important characteristic of the plants they purchase, 76% choose "color, 76% choose "easy to care for" and 71% choose seasonal interest, 57% choose "native to Shore"
- 92% say that creation of wildlife habitat is a benefit that they look for when purchasing plants

If the cost of native plants is greater than that of non-native species it may be a barrier for some of our audience, however on the survey we used the term "value." Given the lower cost in maintaining natives, information at point of sale could argue that native plants are a value in comparison to non-native, high-maintenance species.

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| **6. How much do you think you will spend on plants in the coming year?** | 97.7% | | |
| $25> | | 15 | 5% |
| $26 - $100 | | 109 | 36% |
| $101 - $250 | | 108 | 36% |
| $251 - $500 | | 49 | 16% |
| $500< | | 14 | 5% |
| No Response | | 7 | |
| **7. What characteristics do you look for when purchasing plants?** | 99.0% | | |
| Beauty | | 244 | 81% |
| Color | | 228 | 76% |
| Scent | | 112 | 37% |
| Uniqueness | | 97 | 32% |
| Value (price) | | 137 | 46% |
| Native to Shore | | 172 | 57% |
| Drought resistance | | 181 | 60% |
| Salt tolerant | | 67 | 22% |
| Flood resistant | | 41 | 14% |
| Seasonal Interest | | 213 | 71% |
| Easy to care for | | 228 | 76% |
| Requires less fertilizer | | 134 | 45% |
| No Response | | 3 | |

- 46% of respondents said value was a characteristic that they look for when purchasing plants
- 36% of respondents plan to spend more than $100 on the purchase of plants in 2009

## Campaign Symbol

Designed by the Virginia CZM Program based upon campaign research and with input and review by the Plant ES Natives Planning Team.

Plant ES Natives

They're Shore Beautiful!

Plant ES Natives

They're Shore Beautiful!

# Multi-Media Elements

## A. Campaign Period

Phase I Spring 2009
April 1, 2009 – May 30, 2009

Phase II Fall 2009 - planned
September 15 - November 15, 2009

Alli Baird

## B. Campaign Kick-off/Media Event

Date: April 24, 2009 (Arbor Day)
Time: 3:00 pm
Location: Willis Wharf – at Wildlife Observation Platform
Format: Native plant landscape demo planting around platform.
Purpose: Announce Plant ES Native Campaign is in swing, provide media opportunity to speak to resource people, provide opportunity for local officials to voice support for campaign, generate media coverage for campaign through which landowners are influenced and encouraged to buy native this spring – look for ES native plant tags at partnering local garden centers

Alli Baird

## C. Native Plant Guide

*(social marketing techniques – education and communication, prompt)*

Produce a color guide to plants native to Accomack and Northampton counties. A guide specific to the region does not exist.

*Costs:*
B & B Printing, Richmond - 2,500 copies at $3.22 each - $6,6,89. Design done in-house by Virginia CZM Program staff.

*Status:*
Guide is printed - 2,500 copies - and is downloadable from the campaign website at http://www.deq.virginia.gov/coastal/esnativeplantlist.html. A distribution list is included in the Appendices.

*Focus Groups Feedback:*

- People want and need a Resource Guide for Native Plants on the Shore-glossy, photos, what functions the plant serves and how it performs, and the soil/sun needs. Nicely designed, three-hole punched, self contained, pocket for notepad, brochures, current list of growers.
- Include an updated list of growers and garden shops in binder pocket of new native plant guide.
- Co-distribute the USDA guide on invasive exotic plants.
- Be sure to update the insert list of where to buy native plants on the shore, because garden centers will start selling them at different times and want to be included on updated list.
- Sponsor a speaker event in Jan-Feb to roll out the Guide-introduce it in the winter when folks have cabin fever. (On a scale of 1-5 participants said this was a 5 in priority.)

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| **16. Would you be interested in receiving a new guide to native plants?** | 96.7% | | |
| Yes, by mail | | 231 | 77% |
| Yes, by email | | 62 | 21% |
| No Response | | 10 | |

*Written Survey Validation:*

- Over 96% of written survey respondents requested a copy of the color guide. A mailing list of these individuals has been developed.

## D. Campaign Marketing Decal

Produce and widely distribute a colorful campaign decal to market the campaign – include the campaign logo and/or slogan in the design.

*Timeline:*
Began distributing at start of spring 2009 phase of campaign - April 1, 2009

*Costs:*
Custom Decals: white background, 4-color, static vinyl decal/static on front; 6.5" x 4.25", square corners; 5000 pieces = .413 each --- Total = $2,065

*Status:*
An oval static cling decal, displaying the campaign logo, slogan and website, was printed (5,000 pieces) and is being widely distributed to help market the campaign.

Jane Corson Lassiter

## E. "Community Leader" Pin

*(social marketing techniques - commitment, prompt, norm)*

Distribute a logo pin to members of "leadership groups", e.g. Master Gardeners and Naturalists, in the first phase of the campaign to recognize their role as leaders and teachers in the community. They will be on message and able to answer questions about the campaign as well as ES native plants. This will help more firmly establish and build on the 7% base of community leaders needed to establish a social norm for planting ES native.

*Pledging:* Follow-up on pledging in the spring 2010 phase of the campaign after Shore residents are familiar with campaign and understand the nature of the commitment.

*Timeline:*
Began distributing at start of spring 2009 phase of campaign - April 1, 2009

*Costs:*
Lapel Pins Plus; 2 inch oval, soft enamel, gold plating, butterfly clutch; #250 pins @ $2.77ea --- Total = $692.50

*Status:*
A campaign logo lapel pin was produced (250 oval enamel pins) and is being distributed to `community leaders', members of leadership groups, e.g. Master Gardeners and Naturalists, to recognize their commitment to the campaign and identify them as leaders and teachers in the community. These leaders are currently carrying the campaign message out into the community and sharing their knowledge about native plants. Instituting a `community leader' program as part of the campaign will help more firmly establish and build on the 7% base of community leaders needed to establish a social norm for planting ES native.

## F. Signage at Points of Sale – Garden Centers and Nurseries

*(social marketing technique - placement, prompt)*

Meet with garden centers and nurseries to discuss their partnership in the campaign (native plant tagging, campaign advertisement – poster and partner signage, updating native plant inventory, campaign need for plants for demo plantings, sales tracking to help measure campaign effectiveness, acknowledgement of garden center as campaign partner during the April 24 kick-off).

*Status:*
Individual meetings held at centers and nurseries prior to launch of campaign (Feb 23 & 24, 2009). Follow-up meetings held in summer 2009 prior to launch of fall phase and garden centers and nurseries contacted via e-mail for feedback - e.g. on which plants would you focus for the fall campaign (this informed campaign ads).

## 1. Poster

Provide campaign and native plant education material to local garden centers and nurseries, including a poster(s) highlighting Northampton and Accomack native plants and their benefits.

*Timeline:*
Produce when time and funding allows.

*Design:*
Possibly produce set of posters – an overview of the campaign and 3 additional posters highlighting orbes, shady wetland plants and trees and shrubs.

*Costs:*
printing costs TBD

## 2. Native plant provider banner

Provide garden centers a banner to hang at their center acknowledging that they sell natives and are campaign partners.

*Timeline:*
Signs distributed by planning team members to participating garden centers on April 1, 2009

*Design:*
96" X 32" (approx. 8' X 2' 7") full color banner – full color logo at left, text "Native Plants Sold Here" at right

*Costs:*
10 banners @ $120ea - Total = $1,200

Dot Field

*Status:*
A "Native Plants Sold Here" banner (8' X 2' 7") was printed and provided to Eastern Shore garden centers to acknowledge them as native plant providers and campaign partners. Banners were delivered in a package of materials - including plant tags, decals, and reference binders with a plant list and native plant fact sheets - to Maplewood (photo right), Bloomers, Hortco, Sunnyside, Garden Art and Sunnyside garden centers. A banner is also displayed during campaign exhibits on the shore.

## 3. Plant tags

Dot Field

Provide "Plant ES Native" plant tags to participating garden centers to identify native plants at point of sale. Planning team members also will work with garden centers to set aside a separate section for natives or to group natives and identify other ways the individual centers can highlight natives, including the idea of organizing potted natives in sample landscaping schemes.

*Timeline:*
Plant tags distributed to garden centers prior to the center's opening for the spring planting season. Garden centers were offered assistance in placing tags in native plant containers. One garden center accepted this offer and the assistance was provided by local Master Gardeners and Naturalists (garden club members are also a good sourcefor volunteers). This can help members become more familar with native plants and also helps establish them as community leaders. This assistance provides an opportunity to monitor that the plants being tagged are indeed native plants.

*Costs:*
$1,439.52 for 10,000 tags

*Status:*
- Campaign 'Community Leaders' are performing spot checks at the garden centers as they visit to ensure that the tags are properly applied and to gage how the campaign is being received by other garden center customers.
- Nurseries and garden centers suggested purchase of software (possibly special printer) and blank tags.
- We will need to order tie on tags for trees and shrubs – looks like bright pink a color currently not being used.

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| **14. Would you be more likely to purchase native plants if:** | 98.7% | | |
| They are clearly identified | | 255 | 85% |
| Information on care is provided | | 214 | 71% |
| Information on environmental benefits is provided | | 170 | 57% |
| Image of fully grown plant is posted | | 197 | 66% |
| No Response | | 4 | |

*Focus Groups Feedback:*

- People don't know where to find and purchase native plants on the Shore. People want information on where to buy local native plants on the Shore. Need a sign (at garden centers) that says "We have natives" and an updated list of growers and garden shops to put in binder pocket of new native plant guide.
- Provide some simple native garden layouts-sample designs and show this at the nursery and garden centers. Can keep plants in pots, but put them in the right location to illustrate the layout. People could say "I have a 3'x 4' plot, what can I do with that?"and plans could be available for using native plants.
- Want to have plants clearly labeled and featured as Natives for the Shore-add to the label, care, where to plant, when they bloom, and label must be bright color like neon orange or hot pink for visibility. Make the labels out of long lasting material that will be readable over time. Could be shaped like a bird, butterfly or water droplet to designate function.
- VDOT should carry out their MOU with DCR and electric company to plant natives and label them as natives.

*Written Survey Validation:*

- 85% of respondents say they would be more likely to purchase natives if they were clearly identified (at the point of purchase)
- 71% if information on care is provided
- 57% if information on environmental benefits is provided
- 66% if an image of the fully grown plant is posted (at point of sale)

## G. Radio, Web and Printed Media

*(social marketing technique - communication)*

### 1. Campaign Website

Produce campaign website including:

- Campaign overview and background
- List of partners and experts for more information about campaign and ES native plants
- campaign photo library
- Accomack and Northampton Native Plant List – downloadable guide when complete
- List and photos of demonstration sites
- List of participating garden centers
- News releases and advisories
- Fact sheets (fast facts and bullets on benefits etc) and features
- Downloadable campaign logo and use requirements
- Downloadable radio ads

*Timeline:*
Campaign website was live on April 1, 2009

*Status:*
Available at http://www.deq.virginia.gov/coastal/go-native.html.

| 4. Where do you get information and advice about the plants you buy? | Question Response Rate 100.0% | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| Garden center/retail nursery | | 199 | 66% |
| Gardening and other magazines | | 199 | 66% |
| Neighbors/ family members | | 149 | 50% |
| Master gardener/ garden club | | 68 | 23% |
| Websites | | 95 | 32% |
| Newspaper | | 92 | 31% |
| Radio | | 21 | 7% |
| Other publications | | 51 | 17% |
| Other | | 28 | 9% |
| No Response | | 0 | |

## 2. Radio Ad/PSAs

Produce ads and PSAs to run on Eastern Shore radio stations, which research showed was one of the most effective ways to reach our Shore residents.

*Timeline/Costs:*
**Spring 2009 Phase**
$2000 ($1000 per month) WESR 103.3 FM

- 9 :30 ads per day Wednesday, Thursday and Friday between April 1 – May 30, 2009
- 10 :30 ads on Saturday between April 1 – May 30, 2009
- 54 bonus ads – 6 each Saturday between April 1 – May 30, 2009 on 1330 AM before/after Andre Viette syndicated garden show
- approximately 1 ad per hour between 6:00 a.m. – 6:00 p.m.
- 333 total ads

Media buy was a special discount provided by the station in partnership with the campaign. Price is generally $14 per ad so this discount saved the campaign $2662.

Radio ads taped by Jack Humphries, President of the Eastern Shore Master Gardeners.

*Status:*
A series of three radio ads was produced and aired encouraging Eastern Shore residents to buy native when they visited their local garden centers - highlighting the beauty, ecological and economic benefits of the shore's native plants. Between April 1 and May 30, 2009, 333 ads ran in rotation on Wednesdays, Thursdays, Fridays and Saturdays on WESR 103.3 "The Shore". Each ad urges listeners to look for the Eastern Shore native plant tag on (their) next visit to an Accomack or Northampton garden center. Ads available on the campaign website at http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html.

*Preliminary Results/Feedback:*
Informal feedback from residents indicates many heard the radio ads and thought it was a great media "blitz".

*Timeline/Costs:*

**Fall 2009 Phase**

$2000 ($1000 per month) WESR 103.3 FM

- 9 :30 ads per day Wednesday, Thursday and Friday between – November 27, 2009
- 10 :30 ads on Saturday between April 1 – May 30, 2009
- 54 bonus ads – 6 each Saturday between April 1 – May 30, 2009 on 1330 AM before/after Andre Viette syndicated garden show
- approximately 1 ad per hour between 6:00 a.m. – 6:00 p.m.
- 333 total ads

Radio ads taped by Bill LeCato, WESR radio host.

*Status:*

A series of four radio ads was produced and aired encouraging Eastern Shore residents to plant shrubs and trees and other perennials in fall. Each ad urges listeners to look for the Eastern Shore native plant tag on (their) next visit to an Accomack or Northampton garden center. Ads available on the campaign website at http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html.

*Preliminary Results/Feedback:*

## 3. Eastern Shore Radio Show Interviews

Pursue opportunities for interviews about the campaign on Eastern Shore radio.

*Status:*

*"Shore Talk"* interview conducted on Monday, April 20 with Laura McKay (Virginia CZM Program Manager), Dot Field (Eastern Shore Natural Area Steward for the Department of Conservation and Recreation) and Jack Humphries. Interview available on campaign website at http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html.

*Costs:*

$60

*"Tips for Shore Friendly Gardening"* - Master Gardener Radio Segment with Jack Humphries" – Jack Humphries plugged the campaign on his weekly segment which airs on Tuesday and Thursday during the noon news and on Saturday April-May.

## 4. Campaign Announcements on Chincoteague Comcast Cable Television

Chincoteague Cable Television carries a “What’s New on the Shore” segment during which we might mention or be interviewed about the campaign. This will be pursued in fall 2009 phase of campaign.

## 5. News Releases/Advisories

Issue a news release to announce the April 24 Campaign Media Event and subsequent releases to share campaign successes and to announce demonstration plantings.

*Timeline:*
Two weeks prior to kick-off

*Status:*
A news advisory was released on April 17, 2009 inviting the media to the April 24 campaign launch in Willis Wharf and providing an overview of the campaign and its goals. The advisory, which is available online at http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html, was read on the WESR radio news. As a result, reporters from the WESR and the Eastern Shore News covered the event and the campaign was on the front page of the ESN.

*News Release Distribution List:*

- WESR 103.3 The Shore; 757-787-3200, Shore Daily News, desk@shoredailynews.com, [a daily news service of WESR AM/FM radio and the Eastern Shore Post; Accomack and Northampton Counties Va.]
- WVES 99.3 FM; hot country; 757-665-6500, hotcountry.993@yahoo.com
- Norfolk Virginia Pilot - Scott Harper, 757-446-2340, scott.harper@pilotonline.com
- Eastern Shore Post - Linda Cicoira, Linda@easternshorepost.com, 757-789-7678
- Eastern Shore News - Carol Vaughn, cvaughn@smgpo.gannett.com, 757-787-2370
- Chincoteague Beacon; weekly (Thursday)
- Daily Press –757-247-4696, dhendrickson@dailypress.com, (bbrown@dailypress.com) Columnists
- Kathy Van Mullekom, kvanmullekom@dailypress.com, hrgardening.com

## 6. E-News and Web blurb

Produce a short descriptive narrative(s) about campaign for distribution via e-news, list serves and websites (include with link to campaign website).

*Current Distribution Outlets:*
VA Naturally e-news
HRAEE e-news

*Status:*
The campaign was featured in the April Virginia Naturally News - http://www.vanaturally.com/vanaturally/april09news.html and in the April DEQ Environmental Sound E-news - http://www.deq.virginia.gov/info/esound/2009.04.html

## 7. Distribution of Feature Story to Newsletters/Publications

Produce print ready feature story(s) with photos to share with newsletters, magazines and other publications.

*Current Publication List:*

- Virginia Master Naturalist Annual Report and Newsletter
  Contact: Michelle Prysby
- Fine Gardening - Virginia Master Gardener Association publication
- Shoreline - CBES newsletter (Citizens for a Better Eastern Shore)
- Accomack and Northampton county Board of Supervisors newsletters
- Garden Center newsletters (need to identify)
- Sierra - Sierra Club Chesapeake Bay Chapter newsletter
- Church newsletters
- Eastern Shore Chamber of Commerce newsletter
- Eastern Shore and Chincoteague National Wildlife Refuge newsletters
- DCR Natural Heritage Newsletter
- Grassroots – DCR newsletter
- Eastern Shore Soil and Water Conservation District newsletter
- Virginia Wildlife magazine
- Virginia Gardener magazine
- Lowes and Home Depot newsletters (these retail stores will be more actively drawn into the campaign during the campaign's Phase II effort – 2009 fall or 2010 spring planting seasons)

*Status:*
*Increasing media coverage of campaign will be a focus of the campaign in 2010 as results from the implementation are gathered during a mid-campaign survey in late spring 2010.*

*Focus Groups Feedback on Media Outlets and Reach:*

- Use multi-media approach that best reaches targeted groups.
- Best way to reach general public on Shore is newspaper and radio.
- Provide education for targeted groups such as realtors, newcomers, public leaders, agency personnel, youth, etc.
- Package information for specific groups like new homeowners and permit applicants.
- Need a website for Shore Native plants including info, resources and experts. Compile a collection of all the native plant campaign articles and publications on the website in an easily accessible archive for reference. Downloadable and printable format-pdf.
- Newspaper column could be developed to introduce and promote one native plant each month. Must include pictures.
- Spotlight one plant of the year, starting with wax myrtle.
- Use same campaign motif on everything, brochures, posters, billboards, info folders for realtors and newcomers. Give an instruction/care sheet with the plants with same logo and color as the tags and T-Shirts ("I know my natives!" and the campaign's symbol and slogan on back side)....campaign identity.
- Builders and developers would probably be overwhelmed by the current native plant list, so campaign might target this group with a focused list of 6 trees, 5 shrubs that are locally available.
- People are indoctrinated by magazines and TV and books to think that green meatball shaped bushes, lollipop shaped trees and typical builders' shrubs are the right things to plant.
- Contact magazines with articles and photos on the campaign.
- Differentiate between vegetable gardeners and landscape gardeners. When you say "Landscape Gardening", show photos to make it clear.

## H. Exhibit

*(social marketing technique - communication)*

Produce a tabletop display for the campaign to exhibit at public and other events, which ultimately can showcase images of demo and private native landscapes.

*Status:*

A campaign display was produced, as well as a fact sheet on the benefits of Eastern Shore native plants, a fact sheet providing an overview of the campaign and a fact list of Accomack and Northampton native plants (in lieu of the native plant guide which will be published in December '09.) All fact sheets are downloadable from the campaign website at http://www.vanaturally.com/vanaturally/april09news.html.

The display is being exhibited at various events on the shore – see the web at http://www.deq.virginia.gov/coastal/events.html.

*Focus Groups Feedback:*

- Piggy back on existing events and festivals like Harvest Festival, Birding and Wildlife Festival and Earth Day Celebrations.
- Have a campaign exhibit at the Barrier Island Center Arts in the Park event in May 2009 ($50)
- Expand or replicate Arbor Day for Native Plants-give plants away.
- Educational opportunity for Native Plant Champions to give these plants away during programs at the Barrier Island Center and other public places.

Virginia Witmer

## I. Demonstration Sites

*(social marketing technique - norm)*

Develop native plant demonstration sites open to the public.

*Timeline:*
Throughout campaign as funding allows.

*Costs:*
site dependent

*Status:*
Demonstration sites have been installed in:

- Willis Wharf surrounding the Wildlife Observation Platform
- Chincoteague at the Island Nature Trail entrance
- UVA's Anheuser Busch Coastal Research Center in Oyster

Plants installed at each demonstration site are those highlighted on the "Plant ES Natives" native plant list. Local landscapers and vendors provided the plants and landscaping services. Photos, design plans and a plant list for each of these sites can be viewed on the campaign website at http://www.deq.virginia.gov/coastal/esnativesdemosites.html. Permanent native plant landscape demonstration site signs and identification markers for each plant are under production and will be funded under a separate grant.

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response |
|---|---|---|---|
| 15. Would you be more likely to use native plants if you could visit a demonstration site? | 99.0% | | |
| Yes | | 254 | 85% |
| No | | 42 | 14% |
| No Response | | 3 | |

*Focus Groups Feedback on Native Plant Demonstration Areas:*

- People want demonstration areas that teach about natives. Want to see plants in a landscaped area that illustrates the appeal and beauty of the native plants, casts natives in a good light and encourages people to plant them. People do what they see. For example, Barrier Island Center would be a great place for a native plants demonstration garden. Others suggested locations might be schools, public buildings, libraries, at end of Bay Bridge, medical centers
- Must have clear signage-Plants need to be labeled in these demo areas and include care requirements.
- Do a formal garden using native plants.
- Do a garden tour of native plants. Link with the Habitat tour, the "Small Garden Tour" that features gardens and not homes. (May)
- Could also have a native plant garden specifically for children.
- Demo sites must be maintained or they will reinforce the idea that natives look like weeds.
- Change the thinking that landscapes need to be manicured and pedicured just like the neighbors-to keep property values up. People are indoctrinated by magazines and TV and books to think that green meatball shaped bushes, lollipop shaped trees and typical builders' shrubs are the right things to plant. Natural landscape is better for the Shore. We are not saying that one way is wrong and the other is right...it's important to show the options.

## *J. Signage*

*(social marketing technique – education and communication, prompt, incentive)*

*a) Signage at demonstration landscapes*

Produce plant identification markers and interpretative signage at demonstration landscape sites.

Timeline: Summer 2009 with installation of first demos
Costs: graphics in-house; printing costs TBD

*b) Signage acknowledging campaign participation*

Provide sign to residential landowners acknowledging their native plant landscape as funding permits

Timeline: TBD
Costs: TBD

*Focus Groups Feedback on Signage:*

# Maritime Forest ES Native Plant Demonstration

*UVA Anheuser Busch Coastal Research Center*

David Boyd

## Eastern Shore Native Plants

*Morella (Myrica) cerifera* – Southern wax myrtle
*Juniperus virginiana* – Eastern red cedar
*Cercus canadensis* – Redbud
*Prunus serotina* – Wild black cherry
*Quercus stellata* – Post oak
*Sassafras albidum* – Sassafras
*Cornus florida* – Flowering dogwood
*Amelanchier arborea* – Downy serviceberry
*Rhus copallinum* – Winged sumac
*Lonicera sempervirens* – Coral honeysuckle
*Parthenocissus quinquefolia* – Virginia creeper
*Panicum virgatum* – Switch grass
*Schizachyrium scoparium* – Little bluestem

Gary Fleming

*Downy Serviceberry is the symbol of the "Plant ES Natives" campaign and featured in the campaign logo. It attracts over 40 species of bird.* *See page 28.*

This site exhibits plants all native to the Eastern Shore that can tolerate sandy soils, low level salt spray and bright sun to partial shade. Plants were chosen to provide year-round food sources to a wide variety of birds, butterflies and small animals. The planting is in the first year, with initial emphasis on overstory species. Additional planting is planned.

The site was installed and is maintained by staff from the Anheuser Busch Coastal Research Center. Planning assistance was provided by the Eastern Shore Master Gardeners, Eastern Shore Soil and Water Conservation District, Maplewood Gardens, Bloomers Garden Center/Appleseed Nurseries, Virginia Cooperative Extension, Virginia Department of Conservation and Recreation/Eastern Shore Regional Office, Virginia Department of Environmental Quality/Office of Environmental Education, and the Virginia Department of Game and Inland Fisheries.

David Boyd

*Winged Sumac is an evergreen, understory shrub which provides food for birds and small mammals. It has greenish yellow flowers in June/July, red berries in October/November and leaves which turn a flaming red color in the fall. It forms large colonies, providing abundant winter food for wildlife.*

## 'Healing' Garden ES Native Plant Demonstration

### *Onley Rural Health Center*

This site will highlight the therapeutic power of Eastern Shore native plants in a "healing garden" at the new Onley Rural Health Center. The garden will be installed in 2010 and will be part of a sustainable landscape surrounding the center. Signage in the "healing garden" will highlight the link between healthy landscapes and healthy people.

This demonstration site is a partnership between the Eastern Shore Rural Health System, Eastern Shore Soil and Water Conservation District, Alliance for the Chesapeake Bay, Virginia Coastal Zone Management Program (which helped fund the demonstration site design), Virginia Department of Conservation and Recreation and the Eastern Shore Resource Conservation and Development Council.

**Eastern Shore Native Plants**

**Chionanthus virginicus – Fringetree**
**Crataegus crus-gali – Cockspur hawthorn**
**Viburnum dentatum – Arrowwood**
**Rudbeckia hirta – Blackeyed susan**
**Itea virginica – Virginia Sweetspire**
**Panicum virgatum – Switchgrass**
**Asclepias tuberosa – Butterflyweed**
**Eupatorium fistulosum – Joe-pye weed**
**Vaccinium corymbosum – Highbush blueberry**

## Living Shoreline ES Native Plant Demonstration

### *The Nature Conservancy*

A new Living Shoreline in Oyster demonstrates how Eastern Shore Native Plants help stabilize the shoreline, filter runoff and protect water quality. The demonstration site, shown in the photo at left prior to planting in November 2009, was installed by The Nature Conservancy (TNC), with assistance from the US Fish and Wildlife Service Partners for Fish and Wildlife Program (USFWS), and is open to the public. TNC plans to install a walking trail and viewing platform with interpretive signs describing the Living Shoreline and the importance of coastal habitat. An existing boat ramp for kayak and canoe use will be kept in place. This demonstration site was funded by the NOAA Restoration Center, Chesapeake Bay Trust, National Fish and Wildlife Foundation, USFWS, and the Campbell Foundation for the Environment. Virginia CZM Program staff will assist with development of the signage.

**Eastern Shore Native Plants**

*Spartina alterniflora* – Smooth cordgrass (low marsh)
*Spartina patens* – Saltmeadow cordgrass (high marsh)
*Distichlis spicata* – Saltgrass (high marsh)
*Borrichia frutescens* – Sea ox-eye daisy (buffer)
*Panicum virgatum* – Switchgrass (buffer)
*Solidago sempervirens* – Seaside goldenrod (buffer)
*Kosteletzkya virginica* – Virginia saltmarsh mallow (buffer)
*Iva frutescens* – Marsh elder (buffer)
*Baccharis halimifolia* – Groundseltree (buffer)

Living Shorelines are a natural alternative to bulkheading. For more information visit http://www.deq.virginia.gov/coastal/livingshore.html.

## Shoreline ES Native Plant Demonstration

*Willis Wharf Wildlife Observation Platform*

Steve Living

### Eastern Shore Native Plants

*Morella (Myrica) cerifera* – Southern wax myrtle
*Morella (Myrica) pennsylvanica* – Northern bayberry
*Juniperus virginiana* – Eastern red cedar
*Panicum amarum* – Coastal panic grass
*Symphyotrichum (Aster) novi-belgii* – New York aster
*Diospyros virginiana* – Persimmon
*Lonicera sempervirens* – Coral or Trumpet honeysuckle
*Kosteletzkya virginica* – Seashore mallow

This site exhibits plants all native to the Eastern Shore that can tolerate the Shore's bright sun and salt spray.

Virginia Witmer

*Coral honeysuckle is an evergreen that attracts hummingbirds and butterflies.* *See page 21.*

The site was designed by Appleseed Nurseries, Inc, a local landscaper, with assistance from Eastern Shore Master Naturalists, who will help maintain the site. The observation platform and native landscaping, funded by the Virginia CZM Program, served as a backdrop for the launch of the "Plant ES Natives" campaign on April 24, 2009.

## Shady ES Native Plant Demonstration

*Chincoteague Island Nature Trail*

Kim Owens

*Winged sumac is an evergreen, understory shrub which provides food for birds and small mammals. It has greenish yellow flowers in June/July, red berries in October/November and leaves which turn a flaming red color in the fall. It forms large colonies, providing abundant winter food for wildlife.*

This site exhibits a variety of plants all native to the Eastern Shore that do well in shady moist conditions. The landscape was kept as natural as possible - the plants installed along the trail are covered with pinestraw and blend beautifully into the existing native vegetation.

Designed by In Full Bloom, Inc., a local landscaper, this site was funded by the Virginia CZM Program and is being maintained by Eastern Shore Master Naturalists.

### Eastern Shore Native Plants

*Callicarpa americana* – American beautyberry
*Magnolia virginiana* – Sweetbay magnolia
*Osmunda cinnamomea* – Cinnamon fern
*Clethera alnifolia* – Sweet pepper bush
*Amelanchier arborea* – Downy serviceberry
*Polystichum acrostichoides* – Christmas fern
*Solidago caesia* – Bluestem goldenrod
*Gaultheria procumbens* – Wintergreen
*Iris versicolor* – Blue flag
*Osmunda regalis* – Royal fern
*Itea virginica* – Virginia willow
*Chelone glabra* – White turtlehead
*Podophyllum peltatum* - May apple
*Ariseama triphyllum* – Jack-in-the-pulpit
*Lobelia cardinalis* – Cardinal flower

# Other Public Sites Featuring ES Natives

## *Pollinator Native Plant Demonstration*

*Eastern Shore of Virginia National Wildlife Refuge*

Virginia Witmer/VACZM

Virginia Witmer/VACZM

A wide variety of Virginia native plants attract pollinators to two gardens at the Eastern Shore of Virginia National Willdife Refuge (one located in front of the visitor center and the other next to the Refuge office).

### Eastern Shore Native Plants Featured

*Asimina triloba – Pawpaw*
*Helianthus angustifolius – Narrowleaf sunflower*
*Chelone glabra – White turtlehead*
*Kosteletzkya virginica – Seashore mallow*
*Conoclinium coeleatinum – Mistflower*
*Pycnanthemum tenuifolium – Narrowleaf mountainmint*
*Baptisia australis – Wild blue indigo*
*Vernonia noveboracensis – New York ironweed*
*Symphotrichum novi-belgii – New York aster*
*Solidago rugosa – Wrinkleleaf goldenrod*
*Asclepias tuberosa – Butterfly weed*
*Solidago sempervirens – Seaside goldenrod*
*Hibiscus moscheutos – Rose mallow*
*Lobelia cardinalis – Cardinal flower*
*Monarda fistulosa – Bergamot*

To complete this two-year project, the Refuge partnered with the Virginia CZM Program, The Nature Conservancy, Back Bay NWR Youth Conservation Corps, Virginia Field Office Partners for Fish and Wildlife, Eastern Shore SWCD, Youth Conservation Corps and Refuge volunteers. Over 550 plants, many provided locally by Bloomers Garden Center, were planted.

## *Butterfly Native Plant Demonstration*

*Northampton Free Library*

Karen Howl

Ken Lawless

*The white flowers of Ilex glabra, Inkberry, are followed by black berries that persist well into winter, making this shrub of particulalry high value to wildlife.* *See page 23.*

This site features flowering Virginia native plants that provide nectar for butterflies. Shrubs add winter interest while annuals add season long bloom.

This site was designed, planted and is maintained by the Eastern Shore Virginia Master Gardeners with assistance from The Nature Conservancy and the Alliance for the Chesapeake Bay.

### Eastern Shore Native Plants Featured

*Asclepias tuberosa – Butterflyweed*
*Conoclinium coelestinum – Mistflower*
*Ilex glabra – Inkberry*
*Lobelia cardinalis – Cardinal flower*
*Phlox paniculata – Phlox*
*Rudbeckia hirta – Black-eyed Susan*
*Solidago rugosa – Goldenrod*

## *Summary of Campaign Multi-media Approach*

**Campaign Website** – http://www.deq.virginia.gov/coastal/go-native.html

**"Celebrate ES Natives Launch and Media Event"** - April 24, 2009, Arbor Day, in Willis Wharf Harbor. Local government officials and community leaders from Accomack and Northampton counties were invited to help begin planting a new native plant demonstration landscape at the wildlife observation deck built in 2008 with Virginia CZM Program funds.

**Radio Ads** – played in rotation on Wednesday, Thursday, Friday and Saturday on WESR 103.3 "The Shore" in 2009 during the spring and fall phases of the campaign. Ads stressed aesthetic, environmental and economic benefits of planting Eastern Shore natives, and fall as the best time to plant trees and shrubs. Each ad urged listeners to "Look for the Eastern Shore native plant tag on (their) next visit to an Accomack or Northampton garden center."

**"Shore Talk" Interview** - conducted on the "Show Talk" on Monday, April 20 (8:35 – 9:00 am) with members of the "Plant ES Natives" Campaign Planning Team.

**News Advisory and Articles** – News Advisories and articles will be sent to local publications and gardening publications throughout the campaign.

**Northampton and Accomack Native Plants Guide** – a new guide to Accomack/Northampton native plants is in production. A guide specific to the region does not currently exist and many resource managers and members of the public have noted the need for one. Until this guide is produced, a list of plants will be available at gardens centers and distributed at public events.

**ES native landscape demonstration sites** - demonstration landscapes, like that at Willis Wharf, are being installed as funding allows using Accomack and Northampton county native plants, provided by local garden centers and nurseries, to showcase the unique beauty of ES native plants.

**Decal** – a decal with "Plant ES Natives" logo and slogan is being widely distributed to help market the campaign.

**Lapel pin** - a lapel pin is being distributed to `community leaders' knowledgeable about ES native plants and the campaign to identify and recognize them publicly.

**Exhibit** – a campaign exhibit is circulating at public and other events.

**Signage** - plant identification markers and interpretative signage will be installed at demonstration landscape sites. Later in the campaign, if funding permits, signage will be provided to residential landowners acknowledging their native plant landscape.

**Point of Sale Items** – identifying and encouraging the use of natives at points of sale will be critical to the success of the campaign. Garden centers will help measure the success of the campaign by tracking the increase in native plant sales at their centers.

**Banner** – a banner was distributed to garden centers to identify them as ES native plant providers and "Plant ES Natives" campaign partners.

**Plant Tags** – native plant tags were distributed to garden centers to identify plants as ES native.

**Posters** – a series of posters highlighting the value of natives will be produced and provided to garden centers.

# Appendices

| Appendix A - Plant ES Natives Campaign Budget | | |
|---|---|---|
| ***Funding Source*** | ***Element Product*** | ***Cost*** |
| | **Focus Groups** | |
| VA Coop Ext In-kind Donation | *Focus Group Facilitation* | $ - |
| VACZM/NOAA (FY07 T10.07) | *Facilitator Travel* | $ 1,848.50 |
| VACZM/NOAA (FY06 T2) | *Transcription* | $ 1,790.72 |
| VACZM/NOAA (FY07 T10.07) | *Incentives* | $ 912.00 |
| VACZM/NOAA (FY06 T10.08) | *Meals* | $ 1,318.92 |
| | **Garden Center/Nursery Interviews** | |
| VACZM/NOAA Staff Time/Travel (FY08 T1.03) | *Travel* | $ 60.00 |
| Virginia Naturally Grant (NOAA) to ESSWCD | **Eastern Shore News "Shore Outdoors" Insert** | $ 2,800.00 |
| | **Written Survey - Eastern Shore News** | |
| VACZM/NOAA (FY07 T10.07) | *Printing* | $ 775.00 |
| | *Insertion in ES News* | $ 563.50 |
| Southeast Expeditions In-kind Donation | **Survey Raffle** | $ - |
| | **Posters at garden centers and other venues** | TBD |
| DCR/EPA Grant to ESSWCD | **Native Plant Tags** *(#10,000 @ $1,349.52)* | $1,439.52 |
| VACZM Hosting | **Campaign Website** | |
| VACZM/NOAA Staff Time (FY08 T1.03) | *Design/Maintenance* | $ - |
| VACZM/NOAA (FY08 T1) | **Media Event** *(snacks and supplies)* | |
| | **Eastern Shore Native Plant Guide** | |
| VACZM/NOAA Staff Time (FY08 T1.03) | *Graphic Design* | |
| VACZM/NOAA (FY07 T10.07) | *Printing* | $6,822.00 |
| | **Native Plant Exhibit** | |
| VACZM/NOAA Staff Time (FY08 T1.03) | *Design* | $ - |
| VACZM Loan | *Hardware* | $ - |

| | | |
|---|---|---|
| VACZM/NOAA (FY06 T10.20) | **Radio Ads - Spring 2009 Phase** *(333 ads - April 1 - May 30, 2009)* | $ 2,000.00 |
| VACZM/NOAA (FY07 T1.03) | **Radio Ads - Fall 2009 Phase** *(333 ads - Sept - Nov, 2009)* | $ 2,000.00 |
| VACZM/NOAA (FY06 T10.20) | **Radio Interview - "Shore Talk"** | $ 60.00 |
| VACZM/NOAA (FY06 T10.20) | **"Plant ES Natives" Demo Landscapes** | $ 12,033.72 |
| | Eastern Shore of Virginia NWR, Chincoteague Island Nature Trail, Willis Wharf Wildlife Observation Platform | |
| | **Campaign Marketing Decal** *(#5,000 @ $.413)* | |
| VACZM/NOAA Staff Time (FY08 T1.03) | *Graphic Design* | $ - |
| VACZM/NOAA (FY06 T10.20) | *Production* | $ 2,130.00 |
| | **Community Leader Lapel Pin** *(#250 @ $2.77)* | |
| VACZM/NOAA Staff Time (FY08 T1.03) | *Graphic Design* | $ - |
| VACZM/NOAA (FY06 T10.20) | *Production* | $ 692.50 |
| VACZM/NOAA (FY06 T10.20) | **Garden Center Banner** *(#10 @ $120)* | $ 1,200.00 |
| | ***TOTAL EXPENSES*** | **$ 38,446.38** |

# Appendix B

**“Plant ES Natives” Campaign Research - Qualitative Assessment**

- **Focus Groups –**
  - **Recruiting Script/Follow-Up Letter**
  - **Participants**
  - **Interview Guide for Consumers**
  - **Interview Guide for Producers**
  - **Content Analysis/Summary of All Focus Groups**
  - **Invitation to Presentation of Findings**

- **Garden Center Interview Responses**

- **Garden Center/Nursery Visits Conducted Prior to Launch of Campaign to Encourage Partnership**

**Appendix - B**
**"Plant ES Natives" Campaign Research - Qualitative Assessment**

- **Focus Groups – Recruiting Script/Follow-Up Letter**

# Recruiting Script - ES Native Plant Focus Groups
# August 2008

Hello. My name is_____. I am a member of a local committee working with the Virginia Coastal Zone Management Program on a project to determine native plant use on the Eastern Shore. You have been identified as a person who might be interested in participating in a discussion of native plant use and who could provide important insights on this topic.

We invite you to join us for this discussion at (insert location) on (insert date date). The discussion will include 7 to11 other residents *(*or garden center owners and landscapers, or public landowners etc.*)* in *(*Northampton or Accomack*)* County. *(*Dinner or Lunch*)* will be provided. We will begin at (insert starting time) and end at (insert ending time). To thank you for your participation, in addition to the meal, you will receive a gift of appreciation. *(*we can specify this if we have determined what it will be, e.g. gift certificate to garden center for residents*)*

We are very interested in hearing your thoughts regarding the use of native plants on the Shore. Will you be able to join us for a discussion on this important project?

**If Yes**---Continue
**If No**—Thank them for their time

We will be sending you a letter in the next week or so confirming the details of the meeting. **May I have your current mailing address?** ***Record current mailing address***

We truly appreciate your willingness to participate in this project. The information you provide will assist us in determining how best to engage the Shore community in the use of native plants to help protect and improve the region's ecological integrity and quality.

Should you need to cancel or should you need further information, please call (either give your number here and/or give Virginia's name and number).

We can accommodate a limited number of people in this session and do ask that you come alone to the meeting.

Any questions?

Thank you very much for your time and cooperation. We look forward to you joining us on ***(date).***

**Follow-Up Letter of Invitation to Focus Group Participants**
**Native Plants of the Eastern Shore**
**August 2008**

**[Name and Address of Recruited Participant]**

Dear_____,

Thank you for accepting our invitation to participate in a discussion on the use of native plants on the Eastern Shore of Virginia. The discussion will take place at (*insert location*) on (*insert date*). Directions are attached.

We would like you to be our guest for (*lunch or dinner*) which will begin at (*insert time*). Immediately following our meal we will begin the discussion. We should conclude our time together by (*insert ending time*).

Your attendance at this discussion is very important to its success. We will be talking to a limited number of people, therefore the quality of the information we receive is highly dependent upon the attendance of all who are invited. The insights you provide will assist us in determining how best to engage the Shore community in the use of native plants to help protect and improve the region's ecological integrity and quality.

We can only accommodate a limited number of people at our session therefore we request that you come alone. If for some reason you are not able to join us, please call Virginia Witmer at (804) 698-4320 as soon as possible.

We look forward to seeing you on (*insert date*).

Sincerely,

Eastern Shore Plant Native Team

*Eastern Shore Plant Native Team* - Eastern Shore Alliance for Environmental Education, Eastern Shore Soil and Water Conservation District, Eastern Shore Master Naturalists, Eastern Shore Master Gardeners, Maplewood Gardens, The Nature Conservancy , Alliance for the Chesapeake Bay, Virginia Cooperative Extension, Virginia Coastal Zone Management Program, Virginia Department of Environmental Quality, Virginia Department of Game and Inland Fisheries, Virginia Department of Conservation and Recreation

**Appendix - B**

**"Plant ES Natives" Campaign Research - Qualitative Assessment**

- **Focus Groups – Participants**

| **Eastern Shore Native Plant Campaign – Focus Group Participants** | | | | | | |
|---|---|---|---|---|---|---|
| **Focus Group 1**<br>**community organizations** – "consumers"<br>**Accomack Meeting:** VIMS Wachapreague Lab - Friday, August 8 | | | | | | |
| Master Gardener | Karen Howell | | | | | |
| Master Gardener | Sharyn McQuaid | | | | | |
| Master Naturalist | Christine Petersen | | | | | |
| Master Naturalist | Lynne Calvert | | | | | |
| Town and Country Garden Club | Hedy Leutner | Town and County Garden Club, Off shoot of Women's Club (supports Master Naturalists) | | | | |
| Northampton County Schools | Samantha Pitts | (757) 442-3526; sampitts@verizon.net | | | | |
| **Northampton Meeting:** Barrier Island Center - Friday, August 15 | | | | | | |
| Conservation Voters | Frank (Pat) Lusk and Ellen Lusk | | | | | |
| Master Gardener | Elaine Beall | | | | | |
| Master Gardener | Sue Telfer | | | | | |
| Master Naturalist | Charlie Rhyne | | | | | |
| Master Naturalist | Jody Humphreys | | | | | |
| Town and County Garden Club | Bea Nelson | | | | | |
| Ye Old Accomack Garden Club | Cheryl Gresham | | | | | |
| Nandua High School | Gail Lee | Gail is the Horticultural Teacher | | | | |
| Barrier Islands Center | Laura Vaughn | Hostess | | | | |
| **Focus Group 2**<br>residential landowners – "consumers"<br>**Northampton Meeting:** Barrier Island Center - Saturday, August 16 | | | | | | |
| Nancy Drury | Wetlands Board member | | | | | |
| Tony Picardi | Lives in Accomack but unable to attend that meeting | | | | | |
| Samantha Negretti | | | | | | |
| Bettye Smith | Works at Northampton Co. Cooperative Extension Office | | | | | |
| Melissa Reynolds | Friend of Sue Tefler | | | | | |
| **Accomack Meeting:** VIMS Wachapreague Lab - Saturday, August 9 | | | | | | |
| LaTonya Justice | | | | | | |
| Ann Corson | | | | | | |
| Ed Hopkins | | | | | | |
| Liz Bochiccio | | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Cindy Martrud | | | | | | |
| Brenda Russell | School teacher/special ed., previously partner in landscaping business | | | | | |
| **Focus Group 3**<br>local public landowners – "consumers"<br>**Northampton/Accomack –** VIMS Wachapreague Lab - Friday, August 8 | | | | | | |
| Northampton Planning Department (zoning) | Melissa Kellam | administers the County's land use regulations, first contact for developers and landowners who are considering new development or changes to existing development; goal to ensure that sound land use and development practices are employed and guide future development in an efficient and serviceable manner which is protective of Northampton County's predominantly rural, coastal, and ecologically sensitive character | | | | |
| Accomack County (Planning Department) | Jim McGowan (Director) | (757) 787-5726 – jmcgowan@accomack.co.va.us | | | | |
| Accomack Public Works (Building and Grounds Maintenance) | Jeb S. Wilson | (757) 787-7563 or cell (757) 710-9097- pworks@co.accomack.va.us; Public works is responsible for maintaining County owned buildings, grounds, and public boating facilities, and for providing maintenance, labor, and custodial personnel. Mentioned he could help establish a demo site at Erye Hall. | | | | |
| Accomack County (Building and Zoning) | David Fluhart (Director) | (757) 787-5721 - dfluhart@co.accomack.va.us; currently working on Quinby landscaping plan – a link to Wetlands Board | | | | |
| **Focus Group 4**<br>garden centers, nurseries, landscapers – "producers/providers"<br>**Northampton Meeting:** Barrier Island Center - Thursday, August 14 | | | | | | |
| Maplewood Gardens | Jack Humphries | Barbara Custis ill. | | | | |
| Landscaper | Eleanor Gordon | Landscaper; 757-678-7725 | | | | |
| Barrier Island Center | Laura Vaughn | hostess | | | | |
| | Lynne Foley | Invited by Laura Vaughn – planted many natives at her home | | | | |
| **Accomack Meeting:** VIMS Wachapreague Lab - Thursday, August 7 | | | | | | |
| Tidewater Growers – Accomack | James Ingraham | Grows 75% native | | | | |
| Accawmacke Ornamentals | Raymond or Barbara Lewis | In business for 31 years | | | | |
| Eastern Shore Nursery of VA | Robin Rinaca | In business 28 years | | | | |
| Hermitage Farm Nursery | Stuart Burnley | In business 14 years; Represents Virginia Agribusiness Council | | | | |
| In Full Bloom | Kimberly and John Owen | 757-442-6342 | | | | |

## Appendix - B
## "Plant ES Natives" Campaign Research - Qualitative Assessment

- **Focus Groups – Interview Guide for Consumers**

**Eastern Shore Native Plant Social Marketing Campaign**
**Focus Group Interview Guide**
**Consumers**
**(Accomack and Northampton county residential landowners, community organizations, local resource managers)**

***Focus Group Dates:***
Friday, August 8, 2008, 12:00-2:30 pm & 6:00-8:30 pm – VIMS Lab Wachapreague
Saturday, August 9, 2008, 12:30-3:00 pm – VIMS Lab, Wachapreague
Friday, August 15, 6:00-8:30 pm – Eastern Shore Barrier Islands Center
Saturday, August 16, 12:30-3:00 pm – Eastern Shore Barrier Islands Center

Hello and welcome to our session. Thank you for taking the time to join us for a discussion on Native Plants of the Eastern Shore. A local committee with the Virginia Coastal Zone Management Program is conducting a project to determine how native plants are used by residents of the shore. My name is Barbara Board and I am with Virginia Cooperative Extension, one of the partner agencies that is involved with members of this committee to address natural resource needs of the area. Assisting me is Angela Neilan with the Virginia Department of Environmental Quality.

As you have been told in your invitation to this gathering, we believe you can provide us with an important understanding of how native plants are used. We will be conducting several group discussions on this topic here on the shore. The information we gather will be used to help determine how best to connect with residents on the shore regarding native plants and their relationship to the environment.

Here is how we will be operating for the remainder of the time we are together. I am going to facilitate our discussion by asking you some questions, all related to landscaping and native plants. We are not looking for a particular answer, only your answer. You may say something that will be different from what another has said. That is ok. It is your answer we want. We believe each of you have opinions that are very important for us to know. Therefore I would like to encourage each of you to feel free to express yourself.

We will be tape recording our session and taking notes. Please do not allow this to inhibit how you respond. At no time will your name be used with any of the information we use. Our notes and the tape recordings will be used to create a summary of all discussions. No distinguishing of your response with your name will be made.

Are there any questions? If there are no questions, let's begin.

1. Let's start by going around the group and if you would, please tell me your name and what role do you see trees, shrubs, and other plants playing in your yard?

2. How you would describe your approach to landscaping?
3. How do you decide which plants you use in your landscaping/gardening projects?
4. Where do you get information about the plants you use/buy?
5. Who do you tend to involve in your landscaping decisions?
6. What factors do you consider when you select plants for your landscaping interest?
   *Follow up if needed:*
   a) What characteristics of the plants used do you consider?
   b) What role does price play?
   c) What role does environmental function/value play?
7. What season of the year do you tend to focus your gardening landscaping decisions/actions?
   *Follow up if needed:*
   a) When do you buy or obtain the plants you desire?
8. Where do you tend to get the plants you use in your landscaping/gardening projects?
9. What challenges if any, do you tend to face with your landscape/gardening projects?
10. What do you know about native plants?
11. How have you included native plants in your landscaping/gardening?
12. Where have you gotten native plants you have used?
    *Follow up if needed:*
    a) If you wanted a native plant, where would you obtain it?
13. What influenced you to include native plants in your projects?
14. What was your experience when you used native plants?
15. What if any thing has kept you from using native plants?
16. If you had to tell someone else about using native plants, what would you say?

**Appendix - B**
**"Plant ES Natives" Campaign Research - Qualitative Assessment**

- **Focus Groups – Interview Guide for Producers**

**Eastern Shore Native Plant Social Marketing Campaign**
**Focus Group Interview Guide**
**Producers**
**(Accomack and Northampton county nurseries,**
**garden centers, landscapers)**

***Focus Group Dates:***
Thursday, August 7, 2008, 6:00-8:30 pm – VIMS Lab in Wachapreague
Thursday, August 14, 2008, 6:00-8:30 pm – Eastern Shore Barrier Islands Center

Hello and welcome to our session. Thank you for taking the time to join us for a discussion on Native Plants of the Eastern Shore. A local committee with the Virginia Coastal Zone Management Program is conducting a project to determine how native plants are used by residents of the shore. My name is Barbara Board and I am with Virginia Cooperative Extension, one of the partner agencies that is involved with members of this committee to address natural resource needs of the area. Assisting me is Angela Neilan with the Virginia Department of Environmental Quality.

As you have been told in your invitation to this gathering, we believe you can provide us with an important understanding of how native plants are used. We will be conducting several group discussions on this topic here on the shore. The information we gather will be used to help determine how best to connect with residents on the shore regarding native plants and their relationship to the environment.

Here is how we will be operating for the remainder of the time we are together. I am going to facilitate our discussion by asking you some questions, all related to landscaping and native plants. We are not looking for a particular answer, only your answer. You may say something that will be different from what another has said. That is ok. It is your answer we want. We believe each of you have opinions that are very important for us to know. Therefore I would like to encourage each of you to feel free to express yourself.

We will be tape recording our session and taking notes. Please do not allow this to inhibit how you respond. At no time will your name be used with any of the information we use. Our notes and the tape recordings will be used to create a summary of all discussions. No distinguishing of your response with your name will be made.

1. Let's start by going around the group and if you would, please tell me your name and how you would describe the landscaping/gardening practices of the shore?
2. How would you describe grower's response to trends or changes in demands?
3. What influences you to sell the plants you sell and/or grow?

*Follow up if needed:*

a. What characteristics of a plant do you consider??

4. Where do you get the plants you sell?
5. When do decide what you will sell for the growing seasons?

*Follow up if need:*

a. When do you decide for the Fall Season?
b. When do you decide for the Spring Season?

6. What do consider being the most active season for sales in your business?
7. What challenges if any do you face with your business?
8. What do you know about native plants?
9. What experiences if any, have you had with selling/growing native plants?

*Follow up:*

a. How does growing native plants differ from growing non-native plants?

10. What influenced you to grow/sell native plants?
11. What if any hindrances do you have about selling native plants?
12. What would influence you to increase your sell of native plants?
13. If you were promoting native plant use by consumers, how would you do it?

## Appendix - B
## "Plant ES Natives" Campaign Research - Qualitative Assessment

- **Focus Groups – Content Analysis/Summary of All Focus Groups**

### Content Analysis of Seven Focus Groups
### (Reflects Revisions Resulting From October 30, 2008 Presentation to Participants)

Various understandings of what natives are-needs definition for the Eastern Shore VA

Natives are easy care, once established (after first 2 years) they don't need pampering, don't have high water and fertilizer needs, tolerate extremes of weather and salt water conditions. Promote natives as water friendly, low water needs and drought tolerant.

Native plants serve as habitat and food source for birds and wildlife and butterflies (and insects/berries that are food for birds --95% of birds need insects as food)

Shore residents would be willing to plant 25-50% native plants in their landscapes in the beginning if the plants are available locally and if the cost is reasonable. This percentage could increase with success and experience. People will mix natives with other plants. No one said they were willing to plant all natives-it's not all or nothing. Must distinguish between flower/vegetable gardening and landscape planting. People are willing to plant more natives further from the house. They want "Beauty" closer to the house. Emphasize planting native trees and bushes first then expand to other native plants. There are not many native annuals and people want that color. Some people thought that there is a misconception that natives are scraggly and ugly and look like weeds.

People want BEAUTY and COLOR in their landscapes and don't generally view natives as beautiful-Aesthetics are a major consideration in determining what to plant. "When I look outside, I want my landscape to make me feel happy!"

There is a deep connection to history on the Shore. Define natives as what plants were here before European colonization. What did Captain John Smith see when he arrived in 1607. (Takes a long time for plant and animal species to develop the complex relationships with the environment)

Look at planting natives on the Shore as one of the many other "GREEN" eco-friendly behaviors-incorporate into buying local foods, natural building materials, recycling, etc. This is only one of many strategies.

When promoting native plants, also need to deal with invasive exotics or aliens.. What to do and what not to do, and WHY. How to get rid of invasives. Two sides of the same coin.

**WHO**

Start young with the youth and get students outdoors. Work with 4-H, schools, camps, Jr. Garden Clubs, church youth groups emphasizing stewardship, private schools like Montessori and other youth groups

Some people (empty nesters) start gardening for fun, later in life after raising their families. Could make connections with young families emphasizing economics of natives in landscape gardening. Differentiate between vegetable gardeners and landscape gardeners. When we say "Landscape Gardening" show photos to make it clear.

Master Gardeners are great players in this area, they are key leaders for helping people understand and be successful with native plants. They could do seminars on native plants and refer people to local sources for purchase. They might have some available for people to plant on trial basis. Master Gardeners have credibility and people listen to them.

Participants in focus groups were enthusiastic, energetic and positive about natives. Suggested native plants serve as an entrée to environmental stewardship. They might be interested in more involvement with the Native Plants Campaign. Good opportunity for newcomers to get to know the area and the local community.

Identify local experts and some "Champions" for native plants, expert voices and spokespersons who are recognized by the community. Offer a focused training (train the trainer) on native plants- a module that can be included in MG and MN and Garden Club programs, but not exclusively....open to anyone interested. Provide a nice, flattering T-Shirt for those who complete the training on native plants so they can be recognized as the "Champions." Logo on shirt might be "I know my natives" or similar. These trained experts must give a consistent message about native plants. Color could be coded to match the native plant tags and signage for recognition. Wax myrtle would be a good symbol for the campaign (Dot has great reasons for this plant!), with a cedar wax wing bird. Use this logo symbol on everything to identify the native plants campaign.

These champions could be listed on a website as local experts to contact- a speakers bureau and local resource directory for information and assistance on native plants. Website could be linked to Master Gardeners and other existing websites.

Involve nurseries and garden centers as educational opportunities to promote native plants that are labeled specifically for the Eastern Shore of VA. Periodically there could be a table set up at the nurseries for MG's/native plant Champions to answer questions and provide information. When plants are listed, need to tell people where they can buy them locally. (Add a pocket in the upcoming Native Plant Guide for Eastern Shore VA-so a handout list of suppliers can be inserted and kept up to date). Need highly visible signage that says "Last Chance to Buy Your Wax Myrtles" to combat all the Crape Myrtle signs! Retail garden centers and some wholesale growers might be interested in the campaign. Could have a sign "Buy your Eastern Shore Native Plants here"

Encourage local governmental agency representatives, religious leaders, and other key decision makers to promote native plants from their positions of leadership in the community and as a good thing to do for the Shore

Organizations could take active leadership part in promoting native plants-Nursery and Landscaping Association, Virginia Native Plant Society, Virginia Butterfly Association as examples. All involved should hook into the GREEN message and be consistent about Native Plants for the Eastern Shore VA. Recommended forming a division of the Native Plant Society here on Eastern Shore. Garden clubs are emphasizing conservation so collaborate with them on Native Plants.

Need good signage all over the place-"This has been planted for wildlife habitat" or "Native Plants for Wildlife"....could be provided once the property is planted with a certain percentage of native plants. Work with VDOT to put these in good locations so they are seen when driving by the properties, even if the planting is not visible.

## ISSUES AND CONCERNS

When regulators tell people to plant natives, they need help in identifying, finding the native plants, avoiding invasive exotics/aliens and also what to plant where. (trees, shrubs, forbs perennials and annuals ferns and grasses) Bayside and Seaside rules are different (but this is being resolved by local policy) Need consistency and enforcement. If someone sees a violation, report it to the Shorekeeper. Need an educational module on Who Regulates What on the Shore? And why farmers and agricultural growers are exempt from certain rules. Explain what a riparian buffer is and why it's important to the Shore.

Need enforceable regulations for developers and builders to use natives (as reparation for violations, and in the permit process)-include incentives and penalties

Perceived Cost of native plants is a concern. Native plants need to be priced competitively with other landscape plants. If there is a difference, even one dollar lower for the native plant will make a difference in people thinking they are getting more "bang for the buck" If people purchase native plants locally, there is no shipping cost.

People see landscape gardening differently-for some it's recreation and relaxation, it's fun. For others, vegetable and fruit gardening is a chore, work and a job that's more like farming and providing for family.

Shore plants are eaten by deer, moles, voles and rabbits. Focus on the deer resistant native plants and label them with an outline of deer with a big X over it. Sell hardware wire cages and trunk guards at point of sale so people recognize that the plant could be harmed by pests.

Deal with the discouraging messages from utility company about trees-fear that they will fall over in storms. Ask the utility companies to help get the campaign message out to the public. What plants are suitable for planting near power lines, how to get on the "no-spray" list and be sure to put the right plant in the right place.

Concern about eliminating invasive exotics/aliens and use of pesticides and herbicides-purchasing the right products in appropriate quantities for home use. People think if 1 oz is good, 3 ounces are better. Help people to use the proper pesticides and herbicides, to read the labels and follow the regulations regarding application. Where to buy in the proper quantities. Rodeo, roundup, habitat, etc.

Change the thinking that landscapes need to be manicured and pedicured-just like the neighbors-to keep property values up. People are indoctrinated by magazines and TV and books to think that green meatball shaped bushes, lollipop shaped trees and typical builders' shrubs are the right things to plant. Natural landscape is better for the Shore. We are not saying that one way is wrong and the other is right...it's important to show the options. Contact magazines with articles and photos on the campaign.

**WHERE AND HOW**

People don't know where to find and purchase native plants on the Shore. People want information on where to buy local native plants on the Shore. Need a sign that says "We have natives" and an updated list of growers and garden shops to put in binder pocket of Native Plant Guide for Eastern Shore VA.

People want demonstration areas that teach about natives. Want to see plants in a landscaped area that illustrates the appeal and beauty of the native plants, casts natives in a good light and encourages people to plant them. People do what they see. For example, Barrier Island Center would be a great place for a native plants demonstration garden. Other suggested locations might be schools, public buildings, libraries, at end of Bay Bridge, medical centers-Must have clear signage-Plants need to be labeled in these demo areas and include care requirements. Do a formal garden using native plants. Do a garden tour of native plants. Link with the Habitat tour, the "Small Garden Tour" that features gardens and not homes. (May) Could also have a native plant garden specifically for children. Demo sites must be maintained or they will reinforce the idea that natives look like weeds.

People want and need a Resource Guide for Native Plants on the Shore-glossy, photos, what functions the plant serves and how it performs, and the soil/sun needs. Nicely designed, three hole punched, self contained, pocket for notepad, brochures, current list of growers. Co-distribute the USDA guide on invasive exotic plants. Be sure to update the insert list of where to buy native plants on the shore, because garden centers will start selling them at different times and want to be included on updated list. Sponsor a speaker event in Jan-Feb to roll out the Guide-introduce it in the winter when folks have cabin fever (On a scale of 1-5 participants said this was a 5 in high priority)

Want to have plants clearly labeled and featured as Natives for the Shore-add to the label, care, where to plant, when they bloom, and label must be bright color like neon orange or hot pink for visibility. Make the labels out of long lasting material that will be readable over time. Could be shaped like a bird, butterfly or water droplet to designate function. VDOT should carry out their MOU with DCR and electric company to plant natives and label them as natives.

Expand or replicate Arbor Day for Native Plants-give plants away. Grow native plants at local high school greenhouses such as Nandua and Northampton and at the ARC greenhouse. Educational opportunity for Native Plant Champions to give these plants away during programs at the Barrier Island Center and other public places. Give an instruction/care sheet with the plants with same logo and color as the tags and T-Shirts....campaign identity. People were concerned about "Eastern Shore Winners" due to possible copyright infringement, but thought "It's a Shore Bet" would be a great slogan.

If there is demand, the growers say they will produce natives, and the local garden centers say they will sell them. Business wants to maintain the competitive edge and give customers what they want. Flip side is for customers to ASK for native plants to create the demand. Chicken and egg-work from both sides of supply and demand. From the garden centers and growers, we found that there is about a five year lag from when they decide and plan to sell plants, to when the supply is actually on the shelf in the retail markets. This needs follow up to determine impact on campaign.

Education about Native Plants, why they work for the Shore, and how to be successful in planting and maintaining. Provide education for targeted groups such as realtors, newcomers, public leaders, agency personnel, youth, etc. Use multi-media approach that best reaches targeted groups. Best way to reach general public on Shore is newspaper and radio. Package information for specific groups like new homeowners and permit applicants. Piggy back on existing events and festivals like Harvest Festival, Birding and Wildlife Festival and Earthday Celebrations.

Focus on a specific targeted list of a few native plants, a short list. Increase the featured plants each year. Newspaper column could be developed to introduce and promote one native plant each month. Must include pictures. Spotlight one plant of the year, starting with wax myrtle. Use same campaign motif on everything, brochures, posters, billboards, info folders for realtors and newcomers. Compile a collection of all the native plant articles on the website in an easily accessible archive for reference. Downloadable and printable format-pdf factsheet. Builders and developers would probably be overwhelmed by the current native plant list, so campaign might target this group with a focused list of 6 trees, 5 shrubs that are locally available.

Institute a rewards and recognition program that includes signage. Clear information on what's to be judged or how the decisions are made. Ex: Master Gardeners tree contest where community members nominate nice trees, voting via newspaper ballot, and then the property owner displays a nice sign in the yard in a visible location. Creates pride and motivates others. Design a campaign recognition sign which could be a good incentive.

Need a website for Shore Native plants including info, resources and experts

Provide some simple native garden layouts-sample designs and show this at the nursery and garden centers. Can keep plants in pots, but put them in the right location to illustrate the layout. People could say "I have a 3'x 4' plot, what can I do with that?" and plans could be available for using native plants.

Individuals and businesses could be native plant sponsors. (For example, Dot could be the Wax Myrtle champion, and Hedy could be the Jersey Tea champion)

Ask nurseries to donate plants to the campaign and this would enhance their visibility.

**Appendix - B**

**“Plant ES Natives” Campaign Research - Qualitative Assessment**

- **Focus Groups – Invitation to Presentation of Findings**

# *COMMONWEALTH of VIRGINIA*

*DEPARTMENT OF ENVIRONMENTAL QUALITY*
*Street address:* 629 East Main Street, Richmond, Virginia 23219
*Mailing address:* P.O. Box 1105, Richmond, Virginia 23218
TDD (804) 698-4021
www.deq.virginia.gov

L. Preston Bryant, Jr.
Secretary of Natural Resources

David K. Paylor
Director

(804) 698-4000
1-800-592-5482


October 17, 2008

Liz Bochicchio
15226 Taylor Creek Drive
Harbortown, Virginia 23389

Dear Liz,

On behalf of the Eastern Shore Plant Native Team, I would like to thank you again for participating in one of the community focus groups held this past August to discuss the use of native plants on the Shore!

The insights you provided will help guide design of a new collaborative, locally-based campaign to encourage and facilitate the use of native plants to help protect the region's ecological integrity.

Appreciating the time you have already devoted, I would like to invite you to a presentation of our findings from the seven focus group meetings conducted as well as interviews with local garden centers and nurseries.

We will give the presentation at **2:00 – 4:00 p.m.** and again at **7:00 – 9:00 p.m.** on **October 30** at the **Barrier Islands Center** in Machipongo.

The presentation will be given by Angela Neilan, who co-facilitated the focus groups. There will also be time for discussion (and refreshments!) Angela has reviewed the focus group transcripts and identified themes in what we heard you share during these meetings. We would like to present these findings to you to be sure our analysis accurately reflects your insights, issues and concerns prior to distributing a shore-wide survey and designing the new campaign.

Please let me know by Monday, October 27, if you can attend one of these two presentations, or if you have any questions. I can be reached by phone at (804) 698-4320 and e-mail at Virginia.Witmer@deq.virginia.gov.

I look forward to seeing you on the 30th!

Sincerely,

Virginia Witmer
Outreach Coordinator
Virginia Coastal Zone Management Program

*Eastern Shore Plant Native Team* - Eastern Shore Alliance for Environmental Education, Eastern Shore Soil and Water Conservation District, Eastern Shore Master Naturalists, Eastern Shore Master Gardeners, Maplewood Gardens, Eastern Shore Barrier Islands Center, The Nature Conservancy, Alliance for the Chesapeake Bay, Virginia Cooperative Extension, Virginia Coastal Zone Management Program, Virginia Department of Environmental Quality, Virginia Department of Game and Inland Fisheries, Virginia Department of Conservation and Recreation

## "Plant ES Natives" Campaign Research - Qualitative Assessment

- **Garden Center Interview Responses**

### Bo Lewis - Sunnyside Garden Center

**1: How you would describe the landscaping/gardening practices of the Shore.**

In the past it was just green shrubs next to the foundation. In the last three or four years the major buyers want a mix of shrubs and small trees (as ornamental cherry and crab).

**2: How would you describe grower's response to trends or changes in demands?**

They like the change and think it is good.

**3: What influences you to sell the plants that you sell and/or grow?**

Public demand and price.

**What characteristics of a plant do you consider?**

They also have to be good looking and well rounded plants. I prefer them to be 15 to 21 inches tall.

**4: Where do you get the plants you sell?**

I buy trees and shrubs from Eastern Shore Nurseries, - Snyder Farm, David's Nursery and Bennett's Creek. I grow my own flowers and herbs from seeds.

**5: When do you decide what you will sell for the growing seasons?**

Usually late summer and early fall. I look at what moved and what didn't. Growers on the Shore sell out early.

**A: When do you decide for the Fall Season?**

Fall is always just mums, pansies, and a few shrubs. I will place special orders for people.

**B: When do you decide for the Spring Season?**

**6: What do you consider being the most active season for sales in your business?**

Spring. In the fall people would rather watch a football game instead of planting a tree.

**7: What challenges if any do you face with your business?**

Paying the bills, dealing with credit lines and competition. I will supply what the people want.

**8: What do you know about native plants?**

Very little. They have not been popular with builders – they want the mix.

**9: What experiences if any have you had with selling/growing native plants?**

I have tried a few as trumpet vine but had poor luck.

**A: How does growing native plants differ from growing non-native plants?**

**10: What influenced you to grow/sell native plants?**

I have sold a few mainly for wetland mitigation – I knew what plants were needed and by whom.

**11: What if any hindrances do you have about selling native plants?**

People not buying them.

**12: What would influence you to increase your sell of native plants?**

Public demand.

**13: If you were promoting native plant use by consumers, how would you do it?**

I would state that they are Virginia plants and push their benefits and survival rate.

## Jeff Kilingel – Appleseed Nursery and Bloomers Garden Center

**1: How you would describe the landscaping/gardening practices of the Shore.**

We came here about ten years ago and what I see is a mix and plant diversity. Also maintenance is a big factor.

**2: How would you describe grower's response to trends or changes in demands?**

Trying to diversify in their offerings = accommodating foundation shrubs but offering other materials for increased diversity.

**3: What influences you to sell the plants that you sell and/or grow?**

**What characteristics of a plant do you consider?**

The plants I like to grow are ones I know to be durable and have a lot to offer. I try to stay on top of new varieties and trends. I do not grow or offer plants I do not consider good, reliable plants.

**4: Where do you get the plants you sell?**

We grow our own from seeds, cuttings and plugs

**5: When do you decide what you will sell for the growing seasons?**

**A: When do you decide for the Fall Season?**

In the Spring

**B: When do you decide for the Spring Season?**

In the Fall

**6: What do you consider being the most active season for sales in your business?**

Definitely the Spring.

**7: What challenges if any do you face with your business?**

I am keeping this answer to the nursery. Cost of heating the greenhouse and petroleum based products as plastic.

**8: What do you know about native plants?**

I have an extensive background in this. While in Georgia I worked at a wholesale nursery that raised and sold natives. Also, I would attend the week long seminaries at Carolina on natives.

**9: What experiences if any have you had with selling/growing native plants?**

Lots

**A: How does growing native plants differ from growing non-native plants?**

Grow what will sell. Some natives that are goof for insects (butterflies) and birds sell themselves but others don't and are more difficult to sell. Most natives do not look good in a container – butterfly weed is an example. It looks great in the open but spindly in the pot.

**10: What influenced you to grow/sell native plants?**

Largely decided on this due to their attributes and benefits for wildlife.

**11: What if any hindrances do you have about selling native plants?**

They are fantastic garden plants but don't do well in containers and therefore look bad to the consumer.

**12: What would influence you to increase your sell of native plants?**

Public demand. The consumer must be educated on their benefits.

**13: If you were promoting native plant use by consumers, how would you do it?**

Stress the importance of maintaining the diversity of native plants. As areas are depleted, then species diversity is depleted. We lose species. These species are important for local wildlife as insects and birds.

## Ed Tankard – Tankards Nursery

**1: How you would describe the landscaping/gardening practices of the Shore.**

We are adding more natives all the time but trying to keep this relative to other changes in the industry.

**2: How would you describe grower's response to trends or changes in demands?**

Growers respond to what the public wants.

**3: What influences you to sell the plants that you sell and/or grow?**

Besides the characteristics of the plant, landscape architects are the decision makers. If you want natives planted, you must work with the landscaping architects. They also need to be more involved in quality control. In New York and Connecticut they hold contractor's feet to the fire. Here this does not happen. The drawings can call for a two inch tree and a contractor can under bid and supply one inch trees and there is not penalty.

**What characteristics of a plant do you consider?**

Are they deer proof and drought tolerant? Are they suitable for the area?

**4: Where do you get the plants you sell?**

I raise over 90% of them.

**5: When do you decide what you will sell for the growing seasons?**

Usually three to five years before they are sold.

Shrubs take two years are longer, others up to four or five years. It depends on their life cycle.

**A: When do you decide for the Fall Season?**

**B: When do you decide for the Spring Season?**

**6: What do you consider being the most active season for sales in your business?**

Definitely the Spring –March, April and June.

**7: What challenges if any do you face with your business?**

Labor is the big problem -just getting the help. The Immigration Bill will be my biggest challenge. Fuel is not the problem as I am closer to my market here. I can compete positive.

**8: What do you know about native plants?**

A lot. I think they are worth using. However, I want to warn against going all native. Man has changed the landscape so sometimes natives may not be the best choice. Street trees are a good example of this. Another example is when I use to work for the Nature Conservancy. We were helping someone do plantings at the Red Onion (an old saloon) on Hog Island. The owners insisted on planting Japanese Black Pine (Pinus Thumbergii) as they were having trouble getting other plants to survive. It worked. However, now they are no longer there – instead it is all Juniperus virgiana, The juniper could not survive before, but the pine gave it enough shelter to get started and now that is the plant on Hog Island.

Also, there is some confusion on "what is a native - or how native is it?".

**9: What experiences if any have you had with selling/growing native plants?**

I have raised them from seed up to full grown plants in containers, field grown and bare root.

**A: How does growing native plants differ from growing non-native plants?**

They are more difficult to propagate.

**10: What influenced you to grow/sell native plants?**

My own interest in them.

**11: What if any hindrances do you have about selling native plants?**

Market demand. You can not afford to branch out too much. You can lead the market on a small scale but you but you can't be ahead of the market as you will loose money.

**12: What would influence you to increase your sell of native plants?**

Market demand.

**13: If you were promoting native plant use by consumers, how would you do it?**

I would pair this up with the environmental movement. The grasses are great for buffers and run-off. You can not beat natives for this. You should market yourself as an "Environmentally Friendly Solution to a Man Made Problem".

## Barbara Custis, Maplewood Gardens

**1: How you would describe the landscaping/gardening practices of the Shore.**

Traditional landscaping on the Shore has been cedars *(Juniperus virginiana)* holly, dogwood and boxwood along with ornamentals.

**2: How would you describe grower's response to trends or changes in demands?**

Growers are ready to supply what the public wants. They will grow what they think will sell.

**3: What influences you to sell the plants that you sell and/or grow?**

Public demand. Customers always want the latest plant featured in "Southern Living". If I knew in advance what those featured plants are - that is what I would stock.

**What characteristics of a plant do you consider?**

Are they easy to grow and maintain – can I get them and do the public want them.

**4: Where do you get the plants you sell?**

Buy mainly from local nurseries.

**5: When do you decide what you will sell for the growing seasons?**

During the fall and winter I look over the plant catalogs and pick out what I will have for the Spring.

**A: When do you decide for the Fall Season?**

This is not a major planting season on the Shore

**B: When do you decide for the Spring Season?**

See above.

**6: What do you consider being the most active season for sales in your business?**

Definitely in the spring. After being shut in all winter, people are anxious to get out and work in their yards and gardens.

**7: What challenges if any do you face with your business?**

We are off the highway and not on the beaten path. Getting people in – to have them drive off the main road to Maplewood.

**8: What do you know about native plants?**

Very little. I like the idea of having a standard method locally to identify them.

**9: What experiences if any have you had with selling/growing native plants?**

**A: How does growing native plants differ from growing non-native plants?**

**10: What influenced you to grow/sell native plants?**

I am just starting. Jack Humphrey works for me and is the President of our local Master Gardeners chapter. He stated that this organization was looking for a source in Northampton County to buy natives.

**11: What if any hindrances do you have about selling native plants?**

Lack of publicity and public not knowing them or their benefits. They think they are stuff just dug from the woods.

**12: What would influence you to increase your sell of native plants?**

Public demand.

**13: If you were promoting native plant use by consumers, how would you do it?**

Use magazines as *Southern Living, Garden Gated,* and *Virginia Gardens.* There needs to be an entire section on natives in magazines.

**"Plant ES Natives" Campaign Research - Qualitative Assessment**

- **Garden Center/Nursery Visits Conducted to Encourage Partnership Prior to Launch of Campaign**

**February 2009**

**Accomack County**

*Hortco*
P.O. Box 632
Onley, VA 23418
Dreux and Kathy Alvare', Owners
787- 4593 home
dreux@hortcogh.com

Ivy Farms
22311 Rose Cottage Road
P. O. Box 114
Locustville, VA 23404
Richard Davis, Owner
richard@theivyfarm.com
787- 4096

**Northampton County**

Appleseed
18395 Lankford Highway
P. O. Box 525
Eastville, VA 23347
info@appleseednurseries.com
jeff@appleseednurseries.com
Jeff and Laurie Klingel, Owners
678-5600

Maplewood
6118 Seaside Road
P. O. Box 94
Nassawadox, VA 23413
Barbara Custis, Owner 442-9071
jojaceast@verizon.net

Sunnyside
20498 Lankford Highway
Cheriton, VA 23316
Bo Lewis, Owner
rlewis6302@verizon.net
331-1126

Hermitage Farm Nursery
7483 Mason Farm Road
Franktown, VA 23413
Stuart Burnly, Co-Owner
442-3548

# Appendix C

**“Plant ES Natives” Campaign Research – Quantitative Assessment**

- **Written Survey –**
  - **Survey Form -**

# *Eastern Shore of Virginia Native Plant Use Survey*

Virginia Coastal Zone MANAGEMENT PROGRAM

**1. a. County of residence**
___ Accomack
___ Northampton
**b. How many years living on Virginia's Eastern Shore?** _____
**c. M / F** _____
**d. Age** _____

**2. Why do you plant and care for your trees, shrubs, flowers and other plants?**
___ to preserve landscape
___ to beautify my property
___ to feed the birds/butterflies
___ to maintain or increase property value
___ for relaxation
___ to be close to nature
___ for harmony
___ other *(describe)* _____

**3. When do you decide what plants to buy?** *(circle all that apply)*
Jan/Feb Mar/Apr May/Jun Jul/Aug Sep/Oct Nov/Dec

**4. Where do you get information and advice about the plants you buy?** *(check all that apply)*
___ garden center/retail nursery
___ gardening and other magazines
___ neighbors/family members
___ Master Gardener/Garden Club
___ other publications *(describe)* _____
___ other _____
___ websites
___ newspaper
___ radio

**5. Where do you get your plants?** *(check all that apply)*
___ local garden center/retail nursery
___ catalog/mail order
___ retail outlet (e.g., Lowe's, ACE, Walmart)
___ purchased for me by landscaper
___ Arbor Day and other festivals
___ community fund raising events
___ other_____

**6. How much do you think you will spend on new plants for your property in the coming year?** *(check one)*
__ less than $25 __ $26-$100 __ $101-$250 __ $251-$500 __ over $500

**7. What characteristics do you look for when purchasing plants for your property?** *(check all that apply)*
___ beauty
___ color
___ scent
___ uniqueness
___ value (price)
___ native to Shore
___ draught resistance (low water need)
___ salt tolerant
___ flood resistant
___ seasonal interest (when they bloom or fruit)
___ easy to care for – lower maintenance
___ requires less fertilizer and pesticides

**8. What beneficial effects do you look for when purchasing plants for your property?** *(check all that apply)*
___ prevent erosion
___ improve water quality
___ improve air quality
___ reduce water use
___ create wildlife habitat and food (butterflies, insects, birds)

**9. How much do you currently know about native plants?** *(circle the number)*

| very little | little | some | much | very much |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

**10. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?**
___ Yes ___ No *(go to question 14)* ___ Unsure

**11. What types of native plants do you currently plant and maintain on your property?** *(check all that apply)*
___ large trees
___ small trees
___ shrubs
___ flowers
___ grasses
___ ferns

***Go to reverse side to complete the survey***

*Complete and return this survey by Wednesday,* **December 10**, and enter a free drawing for a boat trip and $40 in local garden center gift certificates!
*(all information on this survey will be kept strictly confidenitial; raffle winner will be contacted by phone or e-mail provided by December 15)*

☐ **Yes, enter me in the raffle!**
**Name** _____ **Phone or e-mail** _____

12. **What percentage of your property is *currently* planted with native plants?** *(check one)*

| Near House: | Further away from house: |
|---|---|
| ___ 0% | ___ 0% |
| ___ 10% | ___ 10% |
| ___ 25% | ___ 25% |
| ___ 50% | ___ 50% |
| ___ 100% | ___ 100% |

13. **What percentage of your property would you be willing to plant in the future with natives?** *(check one)*

| Near House: | Further away from house: |
|---|---|
| ___ 0% | ___ 0% |
| ___ 10% | ___ 10% |
| ___ 25% | ___ 25% |
| ___ 50% | ___ 50% |
| ___ 100% | ___ 100% |

14. **Would you be more likely to purchase native plants if:**
    - ___ they are clearly identified as Eastern Shore VA natives
    - ___ information on care is provided
    - ___ information on environmental benefit of plant is provided
    - ___ image of fully grown plant is posted

15. **Would you be more likely to use native plants if you could visit a native plant demonstration site before making your decision about what to plant?**
    - ___ Yes
    - ___ No

16. **Would you be interested in receiving a new guide to Accomack and Northampton County native plants?**
    - ___ yes, please mail me a hardcopy of the brochure
    - ___ yes, please e-mail me a link to the on-line brochure

**Name** _____

**Address** _____

_____

**e-mail** _____

**Thank you for completing the survey! Please mail the survey by Wednesday, December 10.**

*please fold, seal with tape, apply postage and return*

Please Apply
1st Class
Stamp

Eastern Shore of Virginia Plant Native Team
c/o Virginia Coastal Zone Management Program
Virginia Department of Environmental Quality
629 East Main Street
Richmond, Virginia 23229

## "Plant ES Natives" Campaign Research – Quantitative Assessment

- **Written Survey – Survey Analysis**

| | Question Response Rate | Number Selecting This Response | Percent (%) Selecting This Response | Avg. |
|---|---|---|---|---|
| **Survey Questions** | | | | |
| **1. a. County of Residence** | | | | |
| Accomack | | 180 | 60% | |
| Northampton | | 119 | 40% | |
| **1. b. Years on E. Shore** | | | | 27 |
| **1. c. Sex** | | | | |
| Male | | 79 | 26% | |
| Female | | 212 | 71% | |
| **1. d. Age** | | | | 61 |
| | | | | |
| **2. Why do you plant and care for your trees..?** | 99.7% | | | |
| Preserve landscape | | 196 | 65% | |
| Beautify property | | 277 | 92% | |
| Feed birds/butterflies | | 246 | 82% | |
| Maintain property value | | 130 | 43% | |
| Relaxation | | 169 | 56% | |
| Close to nature | | 167 | 56% | |
| Harmony | | 95 | 32% | |
| Other | | 42 | 14% | |
| No Response | | 1 | 0% | |
| **3. When do you decide what plants to buy?** | 94.7% | | | |
| Jan/ Feb | | 68 | 23% | |
| Mar/ Apr | | 219 | 73% | |
| May/ June | | 154 | 51% | |
| Jul/ Aug | | 62 | 21% | |
| Sep/ Oct | | 172 | 57% | |
| Nov/ Dec | | 53 | 18% | |
| No Response | | 16 | 5% | |

| | | | |
|---|---|---|---|
| **4. Where do you get information and advice about the plants you buy?** | 100.0% | | |
| Garden center/retail nursery | | 199 | 66% |
| Gardening and other magazines | | 199 | 66% |
| Neighbors/ family members | | 149 | 50% |
| Master gardener/ garden club | | 68 | 23% |
| Websites | | 95 | 32% |
| Newspaper | | 92 | 31% |
| Radio | | 21 | 7% |
| Other publications | | 51 | 17% |
| Other | | 28 | 9% |
| No Response | | 0 | 0% |
| **5. Where do you get your plants?** | 99.7% | | |
| Local garden center/ retail nursery | | 280 | 93% |
| Catalog/ mail order | | 127 | 42% |
| Retail outlet | | 185 | 62% |
| Landscaper purchases | | 9 | 3% |
| Arbor Day/ festivals | | 69 | 23% |
| Community/ fundraising events | | 80 | 27% |
| Other | | 52 | 17% |
| No Response | | 1 | 0% |
| **6. How much do you think you will spend on plants in the coming year?** | 97.7% | | |
| $25 > | | 15 | 5% |
| $26 - $100 | | 109 | 36% |
| $101 - $250 | | 108 | 36% |
| $251 - $500 | | 49 | 16% |
| $500 < | | 14 | 5% |
| No Response | | 7 | 2% |
| **7. What characteristics do you look for when purchasing plants?** | 99.0% | | |
| Beauty | | 244 | 81% |
| Color | | 228 | 76% |
| Scent | | 112 | 37% |

| | | | |
|---|---|---|---|
| Uniqueness | | 97 | 32% |
| Value (price) | | 137 | 46% |
| Native to Shore | | 172 | 57% |
| Draught resistance | | 181 | 60% |
| Salt tolerant | | 67 | 22% |
| Flood resistant | | 41 | 14% |
| Seasonal Interest | | 213 | 71% |
| Easy to care for | | 228 | 76% |
| Requires less fertilizer | | 134 | 45% |
| No Response | | 3 | 1% |
| **8. What beneficial effects do you look for when purchasing plants for your property?** | 95.7% | | |
| Prevent erosion | | 99 | 33% |
| Improve water quality | | 44 | 15% |
| Create wildlife habitat | | 266 | 89% |
| Improve air quality | | 86 | 29% |
| Reduce water use | | 106 | 35% |
| No Response | | 13 | 4% |
| **9. How much do you currently know about native plants?** | 98.7% | | |
| Very little | | 45 | 15% |
| Little | | 59 | 20% |
| Some | | 144 | 48% |
| Much | | 38 | 13% |
| Very much | | 11 | 4% |
| No Response | | 4 | 1% |
| **10. Do you currently purchase native plants for your property?** | 94.0% | | |
| Yes | | 121 | 40% |
| No | | 57 | 19% |
| Unsure | | 104 | 35% |
| No Response | | 18 | 6% |
| **11. What types of native plants do you currently plant and maintain on your property?** | 80.3% | | |
| Large trees | | 132 | 44% |

| | | | |
|---|---|---|---|
| Small trees | | 167 | 56% |
| Shrubs | | 207 | 69% |
| Flowers | | 184 | 61% |
| Grasses | | 112 | 37% |
| Ferns | | 71 | 24% |
| No Response | | 59 | 20% |
| **12. What percentage of your property is currently planted with native plants?** | 78.7% | | |
| Near house 0% | | 13 | 4% |
| 10% | | 88 | 29% |
| 25% | | 74 | 25% |
| 50% | | 41 | 14% |
| 100% | | 10 | 3% |
| Farther away from house 0% | | 8 | 3% |
| 10% | | 38 | 13% |
| 25% | | 48 | 16% |
| 50% | | 61 | 20% |
| 100% | | 43 | 14% |
| No Response | | 64 | 21% |
| **13. What % of your property would you be willing to plant with natives?** | 81.3% | | |
| Near house 0% | | 7 | 2% |
| 10% | | 36 | 12% |
| 25% | | 62 | 21% |
| 50% | | 91 | 30% |
| 100% | | 33 | 11% |
| Farther away from house 0% | | 6 | 2% |
| 10% | | 15 | 5% |
| 25% | | 43 | 14% |
| 50% | | 77 | 26% |
| 100% | | 69 | 23% |
| No Response | | 56 | 19% |
| **14. Would you be more likely to purchase native plants if:** | 98.7% | | |
| They are clearly identified | | 255 | 85% |
| Information on care is provided | | 214 | 71% |

| | | | |
|---|---|---|---|
| Information on environmental benefits is provided | | 170 | 57% |
| Image of fully grown plant is posted | | 197 | 66% |
| No Response | | 4 | 1% |
| **15. Would you be more likely to use native plants if you could visit a demonstration site?** | 99.0% | | |
| Yes | | 254 | 85% |
| No | | 42 | 14% |
| No Response | | 3 | 1% |
| **16. Would you be interested in receiving a new guide to native plants?** | 96.7% | | |
| Yes, by mail | | 231 | 77% |
| Yes, by email | | 62 | 21% |
| No Response | | 10 | 3% |
| **17. Enter Raffle?** | | 244 | 81% |

# Appendix D

## Community-Based Social Marketing Techniques Applied in this Campaign -

**Commitment:**
Why does seeking commitment to an initial small request work? When people go along with an initial request, it often alters the way they perceive themselves. That is, they come to see themselves, for example, as the type of person who believes it is important to purchase products that have recycled content. Second, we have a strong desire to be seen as consistent by others. Indeed, our society emphasizes consistency and people who are inconsistent are often viewed negatively.

- *Emphasize written over verbal commitments*.
- *Ask for public commitments* - advertise the names in the newspaper (or on the website?)
- *Seek commitments in groups* - close ties coupled with the importance of being consistent, make it more likely that people will follow through with their commitment.
- *Actively involve the person* - Of course landscaping is highly active!
- *Use existing points of contact to obtain commitments* – distribute the pledge cars at the points of sale, at campaign exhibits, with the native plant guide etc:
- *Help people to view themselves as environmentally concerned* - help people see themselves as environmentally concerned, and more committed, by commenting on their past actions.
- *Don't use coercion* - commitment has to be freely volunteered.

**Prompts:**
Behaviors that support sustainability are susceptible to the most human of traits: forgetting.

- *Make the prompt noticeable.*
- *Make the prompt self-explanatory.*
- *Present the prompt in as close proximity as is possible to where the action is to be taken.*
- *Use prompts to encourage people to engage in positive behaviors.*

**Norms:**
Norms guide how we should behave. If we observe others acting unsustainably, such as using water inefficiently, we are more likely to act similarly.

- *Make the Norm Visible.*
- *Use Personal Contact to Reinforce Norms.*

**Communication:**

- *Use Captivating Information – vivid, personal, concrete.*
- *Know your Audience.*
- *Use a Credible Source.*
- *Frame your Message – this is how it is presented, in general, you should emphasize the losses that occur as a result of inaction*
- *Carefully Consider Threatening Messages - do so with caution, present concrete actions that individuals can take to reduce the threat.*
- *Make Your Message Easy to Remember.*
- *Provide Personal or Community Goals.*
- *Emphasize Personal Contact.*
- *Provide Feedback.*