

# FINAL PROJECT SUMMARY

**NOAA Grant #: NA15NOS4190164**

**Grant Year: FY2015**

**Task #: 55**



**Virginia Coastal Zone**  
MANAGEMENT PROGRAM





# Final Project Summary

Your final project summary is an important contribution to the Virginia Coastal Zone Management Program's communication efforts and will be used to produce accomplishment reports, fact sheets and **Virginia Coastal Zone Management Web Site** information.

Please submit this form electronically to: [april.bahen@deq.virginia.gov](mailto:april.bahen@deq.virginia.gov).

**YOU DO NOT NEED TO SUBMIT A HARD COPY**

NOAA Grant #:	NA15NOS4190164	Grant Year:	FY2015	Task #:	55
Agency/Locality:	Northern Neck Planning District Commission				
Project Title:	Revision of the Chesapeake Bay and Northern Neck Guide to Rural Living Book and Northern Neck Environmental Education Regional Coordination Website Launch				
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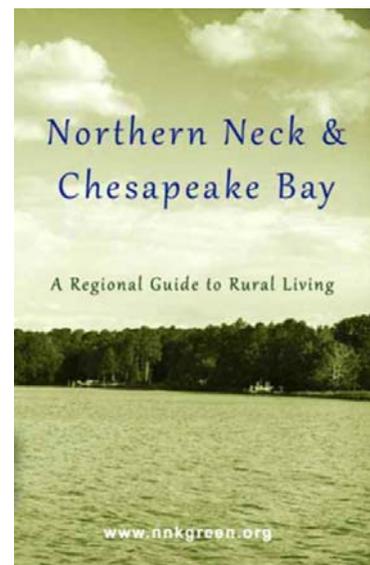
## PROJECT SUMMARY:

**Task 55** developed an environmental-information website set up at [www.NNKgreen.org](http://www.NNKgreen.org), to be officially launched on Earth Day 2017.

The base content of [NNKgreen.org](http://NNKgreen.org) was the booklet titled *Northern Neck & Chesapeake Bay: A Regional Guide to Rural Living*, published in 2003. The content of this printed guide was updated and digitized, both for viewing online and to download as a PDF file from the website. The Guide is prominently displayed on [NNKgreen.org](http://NNKgreen.org)'s Home Page, with a direct menu link to it, as well as a graphic showing the cover of the Guide, and linked to it (see attached screen capture of the site's Home Page). The Table of Contents of the Guide is as follows:

### *Table of Contents*

- A Brief History*
- Sand & Soils*
- Forests*
- Fields & Farms*
- Abundant Wildlife*
- Rivers, Creeks & Marshes*
- A Bountiful Fishery*
- Shorelines, Coves & Underwater Grasses*
- Grasses & Lawns*
- Fertilizers*
- Pesticides*
- BayScaping*
- Composting*
- Recycling*
- The Conservation Partnership*



**NNKgreen.org**, however, provides a great deal more information than what a printed guide could. The website acts as a regional clearinghouse for environmental topics relevant to the Northern Neck of Virginia. It is updated via posts from members of the Northern Neck Environmental Consortium, which includes representatives from Belle Isle State Park, Caledon State Park, Citizens Climate Education, Friends of Belle Isle, Springs Farm, Northern Neck Chapter of the National Audubon Society, Northern Neck Chapter of the Virginia Native Plant Society, Northern Neck Land Conservancy, Northern Neck Master Gardeners, Northern Neck Master Naturalists, Northern Neck Soil and Water Conservation, Northumberland Association for Progressive Stewardship, The Wetlands Project, Three Rivers Environmental Educators, Tidewater Oyster Gardeners Association, and Westmoreland State Park.

To market NNKgreen.org, 5,000 promotional postcards were printed. These will be distributed by members of the Northern Neck Environmental Consortium as well as the Northern Neck Tourism Commission. Copies will be given to the region's real estate agents so that they can include them in welcome packets for new homeowners. Additional promotional efforts have been scheduled for when the website is officially launched. They include a news release (attached) to local and regional media, display ads in the four newspapers with highest circulation in the Northern Neck, a full-color, half-page ad in a regional magazine (*The Local Scoop*), and an ad in the Northern Neck Tourism Commission's brochure (to be printed in 2017), which has a circulation of 50,000.

Development of NNKgreen.org required the efforts of several members of the Northern Neck Environmental Consortium and meetings with Northern Neck PDC staff. Meetings and team work sessions took place on 11/16/15, 01/19/16, 02/08/16, 04/26/16, 08/15/16, 08/23/16, 08/30/16, 09/29/16, 10/18/16, 11/08/16, 11/10/16, 12/06/16, and 12/09/16. There was also a final meeting on 01/25/17 to coordinate the site's official launch and marketing efforts.

# NNKgree.org Home Page

Home About Calendar Partners Resources Contact Regional Guide

# NNKgree.org

Resources for Maintaining a Natural Paradise



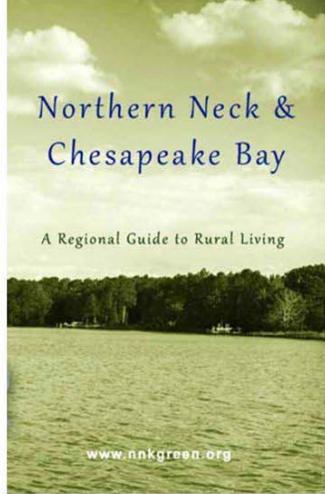
## Northern Neck Master Naturalists Announce 2017 Basic Training Program

20  
MAR 2017

by Bobbie Burton | posted in: [Climate Change & Sea-Level Rise](#), [Environmental Guidelines and Regulations](#), [Land Conservation](#), [Plants, Trees, Gardening, and Lawn Care](#), [Recreation in Nature](#), [Shoreline Erosion Control](#), [Stormwater Management and Water Quality](#), [Waste Disposal and Composting](#), [Wetland Protection and Preservation](#), [Wildlife, Fisheries, Birds, Insects and Bugs](#) | 0

A 2017 Basic Training Course toward becoming a Certified Virginia Master Naturalist will be held from September 8, 2017 to November 9, 2017. Classes are generally held on Fridays and meet at various locations around the Northern Neck and at ...

**Continued**



Northern Neck & Chesapeake Bay  
A Regional Guide to Rural Living  
www.nnkgreen.org

## Half-Page Advertisement: *Local Scoop* Magazine



*The Northern Neck's*  
**AIR  
LAND &  
WATER**

— Make the most out of them —

**www.NNKgree.org**

## Promotional Postcard – Front



## Promotional Postcard – Back

Recently moved to the Northern Neck? Or simply curious about what plants grow well in local soils? How pesticides and fertilizers affect the Chesapeake Bay? Stormwater management? The character of local forests? The importance of habitat for birds, foxes, snakes, deer, and other local fauna? Landscaping tips? Fishing and boating recommendations? Recycling and composting? Shoreline protection? County regulations? Native plants? And much more?

Let **www.NNKgreen.org** be your resource ~ a regional website designed as the go-to place for all topics environmental relevant to the Northern Neck of Virginia, with the active participation and contribution from many of the region's organizations dedicated to making the most out of our air, land, and water.

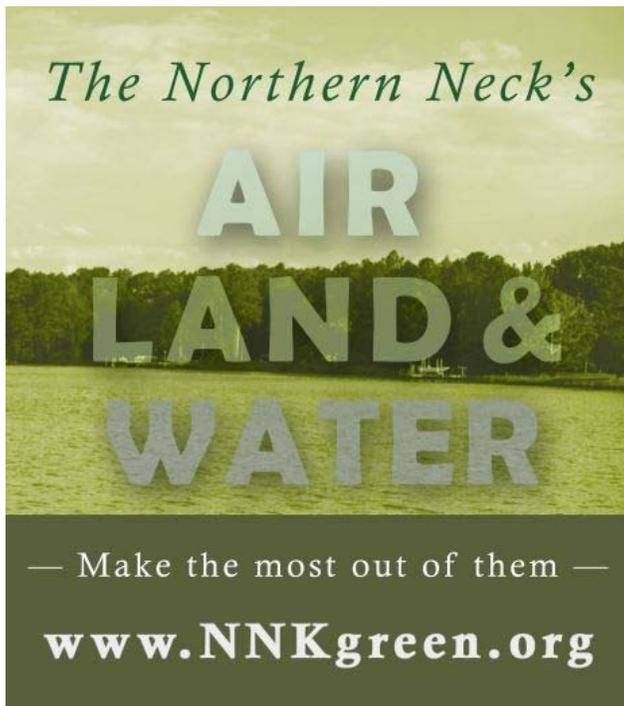
**www.NNKgreen.org** ~ brought to the Northern Neck community by



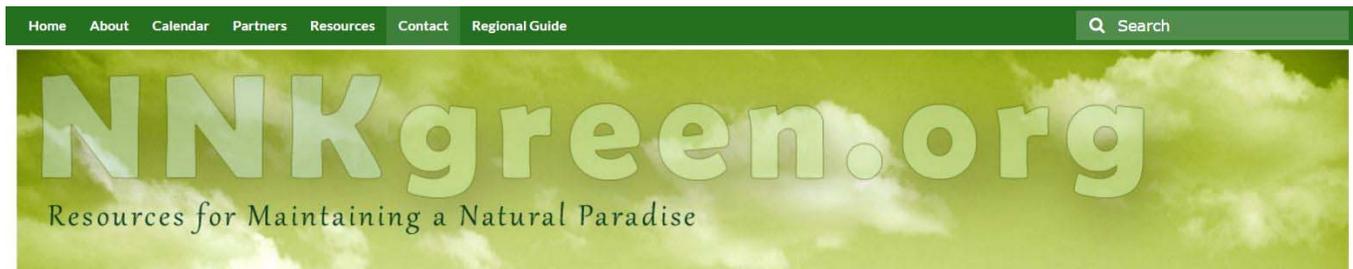
Virginia Coastal Zone  
MANAGEMENT PROGRAM



# Advertisement: Local Newspapers and the Northern Neck Tourism Commission Annual Brochure



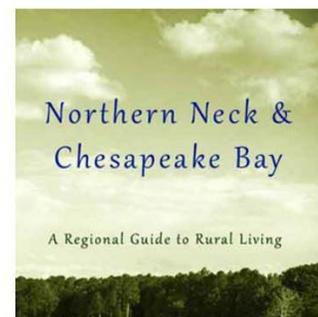
## Website's Credit Page



## About

**NNKgreen.org** is a regional website designed as the go-to place for all topics environmental, relevant to the Northern Neck of Virginia. It is maintained with the active participation and contribution from many of the region's **organizations** that are dedicated to making the most out of our air, land, and water—by making them last.

The **www.NNKgreen.org Project** was funded by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant #NA (e.g., FY15 #NA15NOS4190164) of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended. The views expressed herein are those of the authors and do not necessarily reflect the views of the U.S. Department of Commerce, NOAA, or any of its subagencies.



# **NEWS RELEASE**

For Immediate Release - \_\_\_\_\_, 2017

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## **NNKgreen.org: A Wealth of Information on the Neck's Natural Treasures**

The Northern Neck Consortium for Environmental Stewardship (NNCES), in partnership with the Northern Neck Planning District Commission (NNPDC), has launched NNKgreen.org, a website designed as the go-to place for all topics environmental relevant to the Chesapeake Bay. The project was funded by the National Oceanic and Atmospheric Administration (NOAA) through the Virginia Coastal Zone Management Program at the Virginia Department of Environmental Quality.

“NNKgreen.org is giving us a tremendous vehicle for communicating the importance of all aspects of environmental stewardship to a broader public,” said Bobbie Burton, NNCES’s chair. “The fundamental mission of NNCES is to educate residents of the Northern Neck and its visitors in regard to the best ways to sustain the natural features that contribute so much to our way of life here.”

Numerous volunteer organizations—along with many local, state, and federal agencies—work diligently to enhance, preserve, and protect the region’s natural assets. The Northern Neck peninsula, bordered by the Potomac River on the north and the Rappahannock River on the south, is uniquely valuable for its relatively undisturbed landscape, its working waterfront, expansive farm and forest lands, and its cultural and historical distinctiveness.

“In addition to supporting NNKgreen.org,” Burton added, “the volunteer partners and their members are an active, unpaid labor force engaged in programs that include working in the schools, state parks, and natural area preserves.” Activities include educational programs, planting demonstration gardens, trail maintenance, wildlife population monitoring, water testing, and many others.

NNKgreen.org will be regularly updated with contributions from members of the NNCES, covering topics as varied as farming, habitat, vegetation, fisheries, water quality, shoreline erosion control, waste disposal, wetland protection and preservation, sea-level rise, land conservation, boating, and recreation.

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