

NORTHERN VIRGINIA REGIONAL COMMISSION

Northern Virginia Native Plant Social Marketing Campaign

“Plant NOVA Natives”



This report was produced, in part, through financial assistance from the Virginia Coastal Zone Management Program (CZMP), Virginia Department of Environmental Quality through Grant No. 15NOS4190164 from the National Oceanic and Atmospheric Administration (NOAA). This report describes the Northern Virginia Native Plant Social Marketing Campaign ("Plant NoVA Natives") project conducted by the Northern Virginia Regional Commission (NVRC) in FY15.

Date: November 2016

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Executive Summary

This report was produced, in part, through financial assistance from the Virginia Coastal Zone Management Program (CZMP), Virginia Department of Environmental Quality through Grant No. 15NOS4190164 from the National Oceanic and Atmospheric Administration (NOAA). This report describes activities of the Northern Virginia Native Plant Social Marketing Campaign (“Plant NoVA Natives”) project conducted by the Northern Virginia Regional Commission (NVRC) in FY15.

This report fulfills the product requirements set forth in the FY 2015 Virginia Coastal Zone Management Program Grant, Task 94.03 for:

- **Product #1: Evaluation of Pilot Strategy and Launch**
Percent of total project budget: 5%
- **Product #2: Campaign Promotional and Marketing Materials**
Percent of total project budget: 10%
- **Product # 3: Plant NoVA Natives Campaign Launch and Training Events**
Percent of total project budget: 25%
- **Product # 4: Community Leader Coordination**
Percent of total project budget: 50%
- **Product #5: Recommendations for Native Plant Enforceable Policy**
Percent of total project budget: 10%

These products reflect an extensive amount of work conducted by NVRC staff, as well as the input and contributions from the project’s multi-partner steering committee of natural resource managers, native plant experts, and others from local governments and conservation organizations in the Northern Virginia region. Steering committee members represented the following organizations:

Virginia Coastal Zone Management Program
Virginia Department of Forestry
Virginia Native Plant Society, Prince William Wildflower Society Chapter
Virginia Native Plant Society, Potowmack Chapter
Audubon Society of Northern Virginia
Virginia Master Gardeners
Virginia Master Naturalists
Northern Virginia Soil and Water Conservation District
Virginia Cooperative Extension
Loudoun Wildlife Conservancy
Nature by Design Garden Center

Representatives contributed their time, expertise, resources, and support, which resulted in the final products of this grant project.

1 Introduction

Virginia CZM Program partners report that throughout Virginia’s coastal zone, including the Northern Virginia region, an increasing number of gardeners are aware of the water quality and wildlife habitat benefits of native plants and indicate that they would be interested in using natives, but real and perceived barriers clearly exist that prevent people from planting native plants. With previous funding from Virginia CZM (FY11 Task 54), NVRC designed, coordinated, and piloted the “Plant NoVA Natives” campaign with a team of representatives from the partnering organizations.

The campaign uses a community-based social marketing (CBSM) approach to encourage residents to go beyond awareness and to take action – acquiring and planting species native to Northern Virginia. The campaign helps landowners learn more about their property, the benefits of a native plant landscape, and how their actions can impact the sustainability of the place they live in.

Through the regular Steering Committee meetings, the team has developed a set of community based social marketing tools designed to help property owners change their landscaping behaviors under the umbrella concept of the “Plant NOVA Natives” campaign. The Plant NOVA Natives campaign is intended to create consistent messaging for efforts to promote using native plants and provide a rallying point for partners undertaking localized efforts.

Social marketing is a process that uses marketing principles and techniques to influence behavioral change in target audiences that will benefit society as well as individuals. It uses communications activities and outreach techniques to influence behaviors for good. It is different from traditional marketing in that it focuses on changing behaviors rather than selling products and supports measurable behavioral change outcomes.

In addition, the campaign deployed a marketing program to promote and sell the desired behavior change- which is planting native plants. Selling social change means ensuring that the program’s design isn’t just effective for early adopters but also spreadable to the majority of people. That entails identifying and describing different categories of target audiences most likely to be influenced by the campaign and identifying the marketing techniques that will resonate with those audiences.

2 Product #1: Evaluation of Pilot Strategy and Launch

Piloting a campaign is an important step in community-based social marketing, as is evaluating and assessing what if any changes need to be made to the strategy, and campaign media, prior to launching a full-scale campaign. The Plant NoVA Natives Campaign pilot was launched in fall of 2014 (a report summarizing the activities of the pilot was prepared and delivered to Virginia CZM under FY11 Task 54). The objective of Product # 1 during FY15 was to assess the outcome of the campaign pilot, refine the strategy as needed, and launch the full scale campaign mid-October 2015.

Through careful evaluation of the pilot stage of the Plant Nova Natives campaign, we have

identified the motivating factors, decision points, tools and incentives to help people overcome their barriers to changing landscaping behaviors.

After evaluating the outcomes of activities that were conducted in the pilot, the following key insights were made:

Target Audience Demographic Characteristics

- Owners tend to have lived on or owned property long-term
- Tend to have relatively high income
- Generally college educated

Attitudes and Beliefs Relative to Native Plants

- Strongly believe that the environment should be protected/preserved for future generations
- Want to do the right thing but aren't sure what that is
- Interested in receiving information about plants on their property and have a desire/capacity for detailed material
- Most homeowners at least a basic understanding of how native plants impacts the ecological health of Northern VA
- **About 20% of property owners are already receptive to the idea of planting native plants. While this number may seem small, it is a solid base to build from.**
- The primary issue to resolve with homeowners is concern about maintenance. People need assurance that changing plants or installing new plants will not increase their property maintenance. Once assurance is in place, other barriers including expense and the complexity of installing a native plant can be addressed.

Marketing and Outreach about Native Plants

- Changing landscaping behaviors will require some face-to-face interaction with property owners. The call to action in marketing and outreach materials should be to get people into a face-to-face environment (Audubon at Home site visit, workshop, community event about the environment, etc.) where they can learn more about the benefits of native plants.
- All marketing and outreach efforts will benefit from a collective impact approach to change the social norm around how people feel about using native plants.
- Changing the social norm will create a more receptive audience for local organizations working to change landscaping behaviors.
- People want to see and hear about successes from other property owners in using alternatives to conventional turf grass lawns.
- Recognition and celebration of successful projects will help with outreach efforts and create the assurance people need to consider using native plants.
- Property owners have a desire and capacity for detailed, scientific information about the connection between their landscape and wildlife. They want to learn more and do the right thing.
- Multi-media educational resources are extremely important in reaching people with the right information about which plants are native and are good choices for their unique

environmental condition.

- The campaign must develop a strong sales and marketing capability. It's not enough to create the message and information that people may need. We need to also target the people that are most likely to adopt the behavior.
- Some people will need some level of financial incentive to remove turf grass and replace it with native plants. Some financial incentives are currently in place to overcome the price/cost barrier to turf grass removal. However, it is recommended that the state and local jurisdictions continue to work together to identify potential financial incentives as part of the social marketing campaign.

Collective Impact

The Plant Nova Natives campaign should be implemented with a Collective Impact approach. Collective Impact is a framework to tackle deeply entrenched and complex social issues such as “It is important for my landscape to consist entirely of a thick, green, manicured lawn”. Collective Impact is an approach that utilizes collaboration across government, business, non-profit organizations and citizens to achieve significant and lasting social change. The Plant NOVA Natives campaign should continue to be designed to be implemented independently at the local level by multiple partners throughout Northern Virginia. By having consistent messages and an outpouring of information delivered to property owners in Northern Virginia, changing the social norm around landscaping behaviors is achievable. The Plant NOVA Natives campaign is intended to be a flexible tool that can be adapted by local partners working on various environmental issues such as creating wildlife habitat at home, conserving natural areas, and improving water quality. The campaign can also be co-branded with existing efforts so that it is not seen as a separate stand-alone effort.

Social Norming

A key driver to the success of these efforts is the ability to change the social norm about landscaping in Northern Virginia. This entails identifying the misperception about the desired behavior and then repeatedly introducing people to a variety of positive, data-based messages, with the more accurately perception. In this case, native plants are sometimes perceived as weedy or unattractive and turf grass lawns are currently seen by many as a desirable element in maintaining their property value. There is an opportunity to change this perception. Many property owners desire a natural-looking landscape, want to see birds and butterflies and, see it as their personal responsibility to help protect the sustainability of the environment. By leveraging these aspects of landowners' beliefs, educating them about the attractiveness and the positive environmental impacts of native plants and showing them how others are having success with incorporating native plants into their landscape, we can begin to shift the social norm towards planting natives. By changing the social norm to be consistent with our desired behaviors, all outreach activities around sustainability can become more efficient and effective. As more people adopt the desired behaviors, have success and tell others, the social norm will shift.

Social Marketing Framework

To better understand the needs and wants of the people for whom the campaign is designed,

we must target those groups who are most likely to adopt the behavior first. Social science research indicates that a small number will show interest in a social behavior change without much regard for the cost or ease of participating. These are the innovators and early adopters. Next is a large group of more skeptical individuals who prefer something simple and proven-like turf grass. This group can be broken down into the early majority and late majority (Figure 1). Targeting all potential groups of people at once (or the equivalent, targeting none specifically) is inefficient and often ineffective.

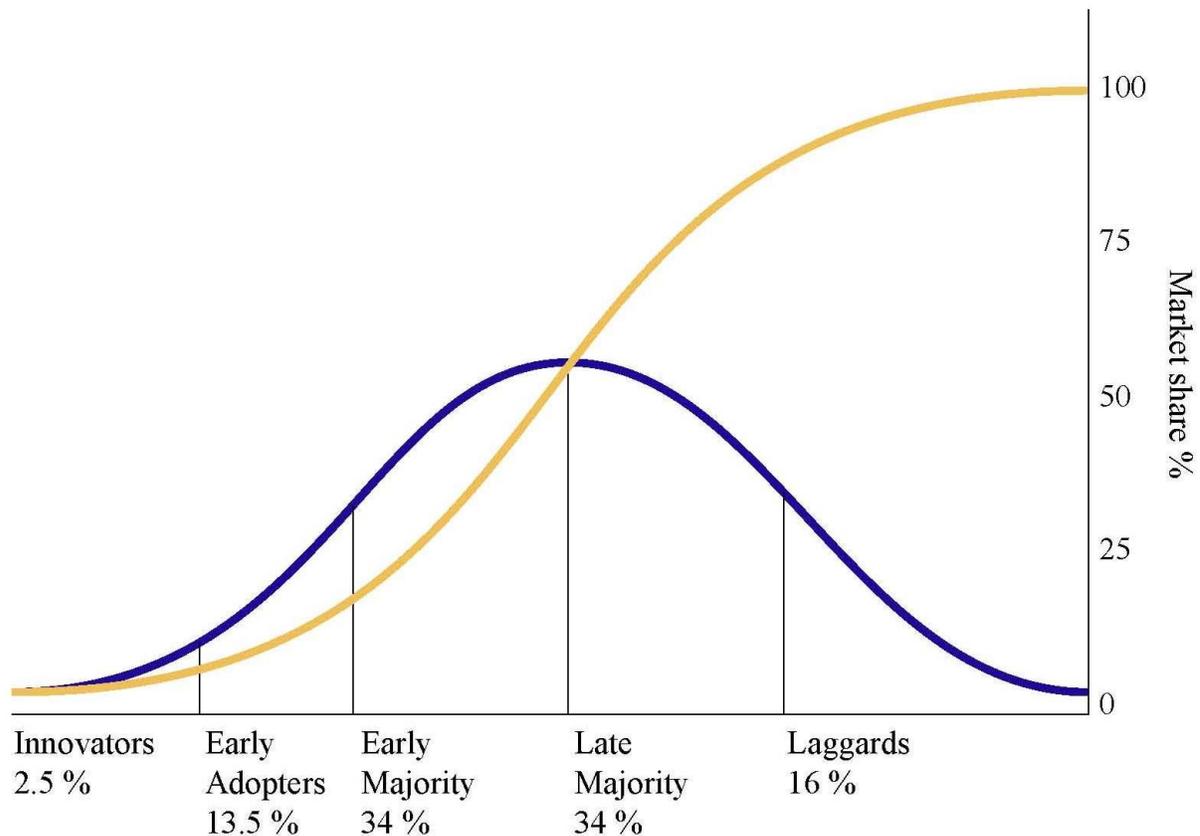


Figure 1. Categories of people who adopt a behavior as part of a marketing campaign. By Rogers Everett - Based on Rogers, E. (1962) Diffusion of innovations. Free Press, London, NY, USA.,

Based on the market research conducted during the first phase of this project and the evaluation of the pilot, it is recommended that social marketing outreach efforts begin with Group 1. Group 1 represents the homeowners who responded that they are ‘very interested’ in purchasing native plants once they were provided some basic information. This is about 20% of respondents or the Innovators and Early Adopters. This group of people may already be connected with one of the partner organizations in one way or another. This is a group that is already primed to follow through with the desired behavior of planting natives in their landscape, since the barriers are low in relation to the motivations. By initially focusing on this group, the campaign partners can set the stage for Category 2 and beyond (the early and late majority of people) by beginning to change the social norm around native plants. Table 1 shows the recommended categories target audiences, desired behavior changes, barriers and

motivations and social marketing tools for the campaign.

Table 1. Target Audiences and Corresponding Social Marketing Tools

Target Audience	Desired Behavior(s)	Barriers	Motivations	Social Marketing Tools
Category 1: Innovators, Early Adopters, and a small portion of the early majority (~20% of residential parcels)	Remove all or a portion of their lawn and replace with native plants. Protect existing native plants on property	Don't know what species are locally native. A variety of locally native plants aren't commercially available	Property would be enhanced by new landscaping. Enjoying the natural look of it. Providing habitat for pollinators and birds. Using less water and chemicals. Being a sustainable citizen.	Free Assessment from Audubon at Home Ambassador. Backyard Habitat Certification Program. Native Plant Workshops offered by partner orgs. Native Plants for Northern VA Guide book. PNN Website PNN Social Media Knowledgeable staff at local garden center Certified landscape designers and installers Awards to exemplary individuals or groups Interaction with Community Leaders or faith group. View the movie "Hometown Habitat"

<p>Category 2: Early majority and late majority (>60 % of residential parcels)</p>	<p>Remove a portion of their lawn and replace with native plants.</p> <p>Plant some new native plants.</p> <p>Protect existing native plants on property</p>	<p>Concern with maintenance.</p> <p>Concern with property value</p>	<p>Being confident that their landscape would be low maintenance.</p> <p>Spending less money on maintenance.</p> <p>Confidence that the landscape doesn't appear weedy.</p> <p>Confidence that there are beautiful selections</p>	<p>Native Plant Workshops.</p> <p>Native Plants for Northern VA Guide book.</p> <p>PNN Website.</p> <p>PNN Social Media</p> <p>Point of purchase materials at garden center</p> <p>Educational materials at community events</p> <p>Photos of other landscapes</p> <p>Brochures with beautiful images</p> <p>Knowledgeable staff at local garden center.</p> <p>Certified landscape designers and installers.</p> <p>Right place right plant lists</p> <p>Interaction with volunteer Community Leaders at community events</p>
<p>Category 3: Laggards (<20% of residential parcels)</p>	<p>Remove a portion of their lawn and replace with native plants.</p> <p>Plant some new</p>	<p>Expense of removing lawn and purchasing new plants</p>	<p>Tax break or reduced stormwater utility fees.</p> <p>Cost-share or grant</p>	<p>VCAP Program.</p> <p>New Cost share programs that promote conservation landscaping.</p>

	<p>native plants.</p> <p>Protect existing native plants on property.</p>			<p>Homeowner Incentive Programs.</p> <p>Group Rates for Neighborhoods.</p> <p>Educational Fact Sheets.</p> <p>Point of purchase materials at garden centers and big box stores.</p> <p>The 5 easy plants brochures.</p> <p>Social media marketing.</p> <p>Special sales or promotions of native species at local garden centers.</p>
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3 Product #2: Campaign Promotional and Marketing Materials

There continued to be refinement of the campaign’s multi-media promotional and marketing materials developed for the pilot and production of new materials, including new exhibits, fact sheets/brochures (with garden designs for different growing conditions and water quality and habitat BMPS), and plant tags, banners and other signage at partnering garden centers and demo gardens. The campaign materials were distributed by Community Leaders and campaign partners through public events, at point-of-sale, and through the Plant NoVA Native campaign website - <http://www.plantnovanatives.org/>. The website was also continuously updated with native plant sales and other plant and gardening related events, and feature partner retail establishments, existing demonstration gardens, and additional resources.

As a social marketing campaign, it is important that Plant NOVA Natives grabs the attention of area residents and engages them in thinking about making sustainable landscaping choices. To stand out in a row of tables at a community event or influence a customer at the point of purchase at a garden center, NVRC worked with volunteers to create a variety of visual materials to promote the message. Among these materials are:

1. Coloring Banner: one volunteer spent 40 hours creating large scale outlines of 22 native plants that can be found in the region. NVRC created a digital version from her original

- drawing that allows PNN to edit and reproduce the banner for events. Kids enjoy coloring the banner, which allows our volunteers an opportunity to promote natives to their parents.
2. Greenstreet Gardens Banner: this large banner (4'x10') was displayed by one of our nursery partners. It served as both a point-of-purchase promotion of native plants and roadside promotion as it could be seen from the street at a busy intersection in Alexandria.
 3. Nurture Nature Tabletop Display: This banner was created to be included in our mailable outreach package. It is small enough to be mailed, yet still attractive and informative. A paper easel was attached to the back so that it can stand on its own.
 4. Tabletop Banner: this banner was also included in the mailable outreach package and serves to provide a clear message that can be seen from across the room at a busy outreach event.
 5. Long Banner: this banner also serves to deliver a clear message. The dimensions are 1'X6', which is a perfect size for most of the tables used at outreach events.
 6. POP Banner #1: this banner was the first printing of our point-of-purchase display for display at local garden centers and nurseries.
 7. POP Banner #2: this banner was the second printing of our point-of-purchase display for display at local garden centers and nurseries. The banner was redesigned to keep the style consistent with other campaign materials.
 8. List Handout: This list was created using inventory lists from local garden centers. We wanted to provide a list of widely available native plants so that people could find natives wherever they buy plants. Additionally, this list was displayed alongside our POP banner at nurseries to provide customers a resource at the point of purchase.
 9. Realtor Handout: we have begun to increase outreach to realtors as we believe they can be valuable partners. This handout is an informative briefing of what they can do to help.
 10. Guide Postcards: Selling of our guides is often disallowed at events where we conduct outreach. These postcards inform interested parties as to how they can go about ordering a guidebook when volunteers are unable to sell them.

All of these materials are found in Appendix A.

4 Product # 3: Plant NoVA Natives Campaign Launch and Training Events

In October and November, NVRC held three training sessions to recruit new volunteer Community Leaders. These sessions were attended by a total of 54 new volunteers. Another session that served as a refresher for current volunteers was held in April and was attended by 20 people.

In order to foster a sense of community, encourage and support volunteers, collect feedback and maintain momentum, three Community Leader and native plant celebration events were held. These included;

Wolf Trap BioBlitz - Participated in the National Park Service's annual BioBlitz event. Toured Wolf Trap's native plant gardens, engaged event participants about PNN. Additionally, presented a PNN "Champion" award to Wolf Trap for their efforts in creating sustainable gardens and educating the public about native plants.

Meadowlark Garden Picnic & Open Table Discussion - Volunteers provided a pot-luck style

lunch and steering committee members led a discussion about native plants and what PNN can do to advance its efforts in the region. The picnic was followed by a tour of the Meadowlark Gardens, which includes many native species.

Hometown Habitat Screening - In partnership with Virginia Department of Game and Inland Fisheries Habitat Partners Program, the campaign screened several chapters from Catherine Zimmerman's film about the importance of native plants at Burke Branch Library in Alexandria to welcome the traveling Flora of VA exhibit to the region. Zimmerman and other speakers engaged the audience in a lively discussion before and after the screening.

5 Product # 4: Community Leader Coordination

The Community Leader Program is a very important part of the "Plant NoVA Natives" campaign strategy. Approximately 200 Community Leaders engage in a wide range of activities to help promote and market the campaign, such as presenting to community groups, civic associations and garden clubs, and staffing exhibits at public events, native plant sales, and garden centers and nurseries to highlight the benefits of native plants.

As the Plant NOVA Natives campaign continues to develop, volunteer Community Leaders continue to contribute in a variety of capacities. This past year volunteers:

- Trained staff members of two large local nurseries in native plant basics so they are able to help customers looking for natives.
- Created a large native plants banner for coloring-in at our outreach events (see Promotional Materials)
- Developed informative displays for tabling events
- Made presentations at their HOA meetings or places of worship
- Delivered speeches on the main stage at the Capital Remodel and Garden Show – an event drawing over 27,000 attendees.
- Engaged 16 local nurseries in conversations about native plants, partnering with eight to sell our guide and spread information about NOVA natives
- Managed our website, Facebook page and Twitter account, all of which are updated regularly
- Led native plant related activities for hundreds of area students at the Student Environmental Showcase put on by NOVA Outside
- Helped run four training events for Plant NOVA Natives Community leaders
- Tabled at community events throughout the region, including:

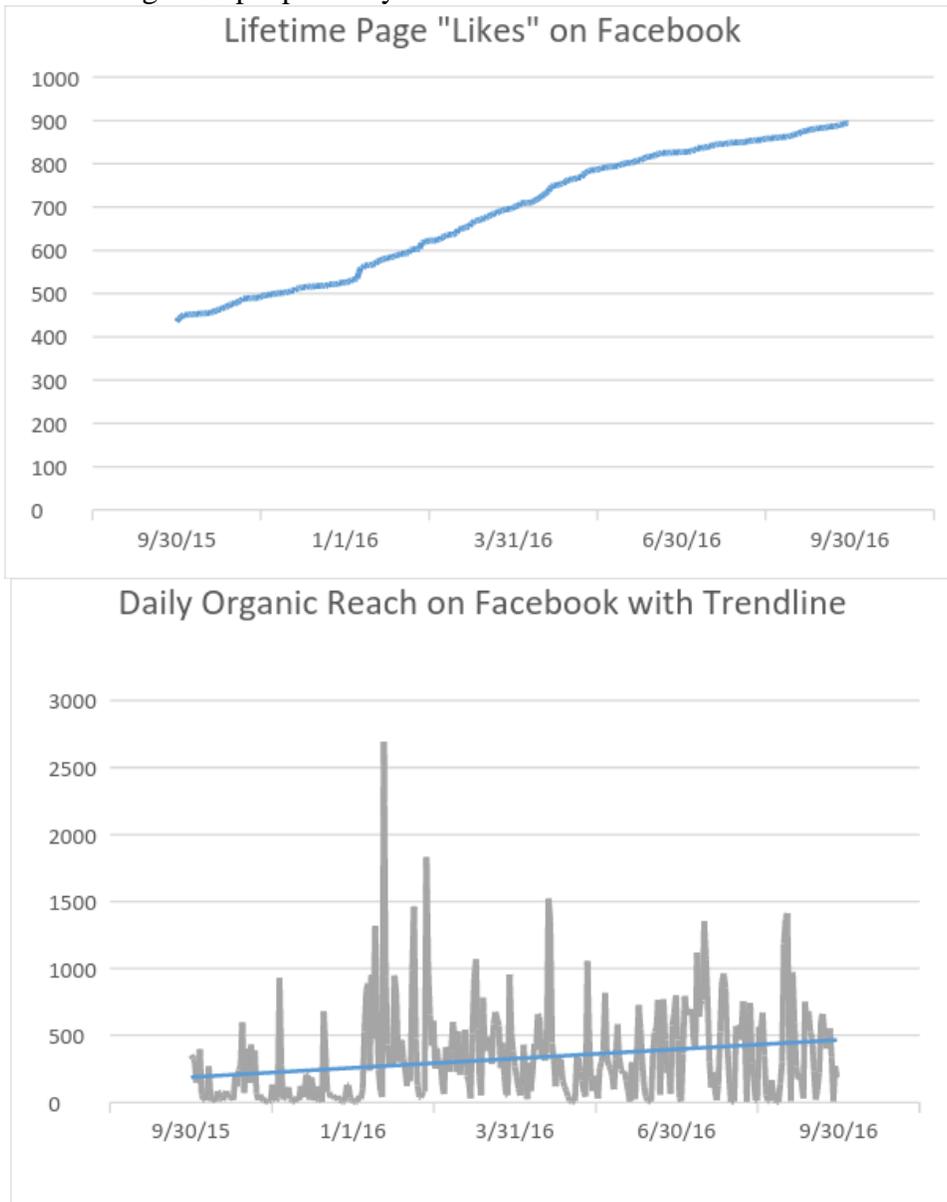


- Falls Church Farmer's Market
- Lahr Symposium at the National Arboretum
- Virginia Land Conservation Conference 2016
- Arlington Hall Station Earth Day/Take Your Child to Work Day
- Arlington Home and Garden Show
- Reston Home Show
- Reston Association's Home and Garden Expo
- Walker Nature Center's Spring Festival
- Friends of Riverbend Park Virginia Native Plant Sale
- NOVA Outside School-Age Green Educator (SAGE) Happy Hour and Resource Fair
- Mt-Vernon/Lee District Tree Forum
- Northern Alexandria Native Plant Sale

- American Horticultural Society River Farm Spring Garden Market

Outcomes of Community Leader Program

Volunteers run both a Facebook Page and a Twitter page to engage the public via social media. Posts featuring popular native plants, volunteer opportunities, plant sales, gardening tips, and more are made 4 to 5 times a week. The Facebook page has been “liked” by over 900 people and reaches on average 500 people a day.



Web Analytics

PNN’s website, www.plantnovanatives.org, is an important resource for educating the public and keeping our volunteers up to date.

2015:

2016:



Nursery Outreach

Part of PNN's strategy is to affect change at the supply level by reaching out to nurseries to try to get their help in our efforts. Volunteer Community Leader's offered education with nursery staff, attractive displays and informative handouts to educate their customers, and the opportunity to sell the PNN guide. The market research revealed that choice of plants is made at the point of purchase, so these partnerships allow the campaign message to be present in that space.

- 18 Nurseries & Garden Centers engaged
- 10 Nurseries & Garden Centers agreed to display and distribute campaign materials
- 24 Volunteers committed to fostering relationships with Nurseries & Garden Centers on behalf of Plant NoVA Natives and tracking their supply of native plants
- Vinyl signs and handouts developed for use at Nurseries & Garden Centers

6 Product #5: Recommendations for Native Plant Enforceable Policy

People who choose to utilize natural landscaping are often confronted with the local weed ordinances. Local weed ordinances were enacted with the intent to protect the public from neglectful landowners whose littered yards could attract rats, mosquitoes or present a fire hazard. As a result of the enforcement of weed laws, native plant landscapers in Northern Virginia can and have been cited for violation of weed ordinances. Existing weed ordinances vary greatly across the jurisdictions of Northern VA (Ordinances can be found in Appendix B). To provide citizens of Northern Virginia with the right to utilize native plants as an alternative to turf grass in their yard, the following resolution to recognize the benefits of what has been termed, "Managed Natural Landscapes" was developed. The intent of the resolution is for local governments and authorities to formally recognize these benefits as well as come to a consensus on the definition of native plants and managed natural landscapes. In addition, a model amendment to local weed ordinances was drafted. The purpose of this model language is for localities to amend or make a provision in their existing ordinance that allows for citizens to utilize native plants as part of a managed natural landscape on their property without violation.

Example Resolution Language to Recognize the Benefits of Managed Natural Landscapes

WHEREAS, Virginia's native plants provide essential services by helping to reduce stormwater runoff, filtering water, reducing erosion and flooding, and enabling efforts to beautify the region; and

WHEREAS, Native plant biodiversity has declined in Northern Virginia; and

WHEREAS, Northern Virginia parks and open spaces currently contend with hundreds of nonnative plant species, some of which are invasive and compete with native plant species, degrade soil, facilitate erosion, decrease recreation opportunities, and alter the region's natural landscapes; and

WHEREAS, Gardens and managed natural landscapes comprising Virginia native plants, being perfectly suited to Virginia's climate and soil, require far fewer fertilizers, soil amendments, or pesticides, and use less water than conventional turf grass landscapes; and

WHEREAS, Gardens and managed natural landscapes comprising Virginia native plants provide natural links between fragments of natural areas, and instill a greater understanding and appreciation for Virginia's natural heritage; and

WHEREAS, Virginia native plant horticulture is a growing industry with the potential to employ thousands of Virginians; and

Therefore, be it resolved that the (County or Town) recognizes the essential value and importance of Virginia native plants in a managed natural landscape; and

Be it further resolved, managed natural landscape means a planned, intentional and maintained planting of native grasses, wildflowers, forbs, ferns, shrubs or trees, including but not limited to rain gardens, meadow vegetation, conservation landscaping, and ornamental plantings; and

Be it further resolved that native plants are defined by the Virginia Department of Conservation and Recreation Natural Heritage Program as plants that occur in the region in which they evolved.

DRAFT Model Weed Ordinance

This model ordinance language is intended to be used by local governments in Northern Virginia that wish to amend their existing weed ordinance to allow the use of managed natural landscapes on residential property. Controls¹ are intentionally not addressed in this example language.

Purpose. The <County or Town> recognizes that the use of native plants in a managed natural landscape conserves water and soil, and provides benefits for pollinators. The <County or Town> further acknowledges that citizens enjoy and benefit from managed natural landscapes, and seeks to guarantee property owners the freedom to employ varying degrees of natural landscaping as alternatives to turf grass landscaping.

Definitions.

The following terms shall have the stated meanings:

Native plants: Plants that occur in the region in which they evolved. Virginia Native Plants: <http://www.dcr.virginia.gov/natural-heritage/nativeplants#what>

Non-native invasive plants: Defined by DCR as introduced species that cause health, economic or ecological damage in their new range. Virginia Invasive Plant Species List: <http://www.dcr.virginia.gov/natural-heritage/invspdflist>

Managed natural landscape: A planned, intentional and maintained planting of native grasses, wildflowers, forbs, ferns, shrubs or trees, including but not limited to rain gardens, meadow vegetation, and ornamental plantings.

Grass or lawn area: Defined as area of ground covered with turf or sod forming grass.

Foreign growth: Defined as non-native invasive plants of no economic value that are not indigenous to the commonwealth, are not a managed, cultivated habitat and that adversely affect the health of the neighborhood and of native plants and the utility of the land on which foreign growth is found.

Public Nuisance:

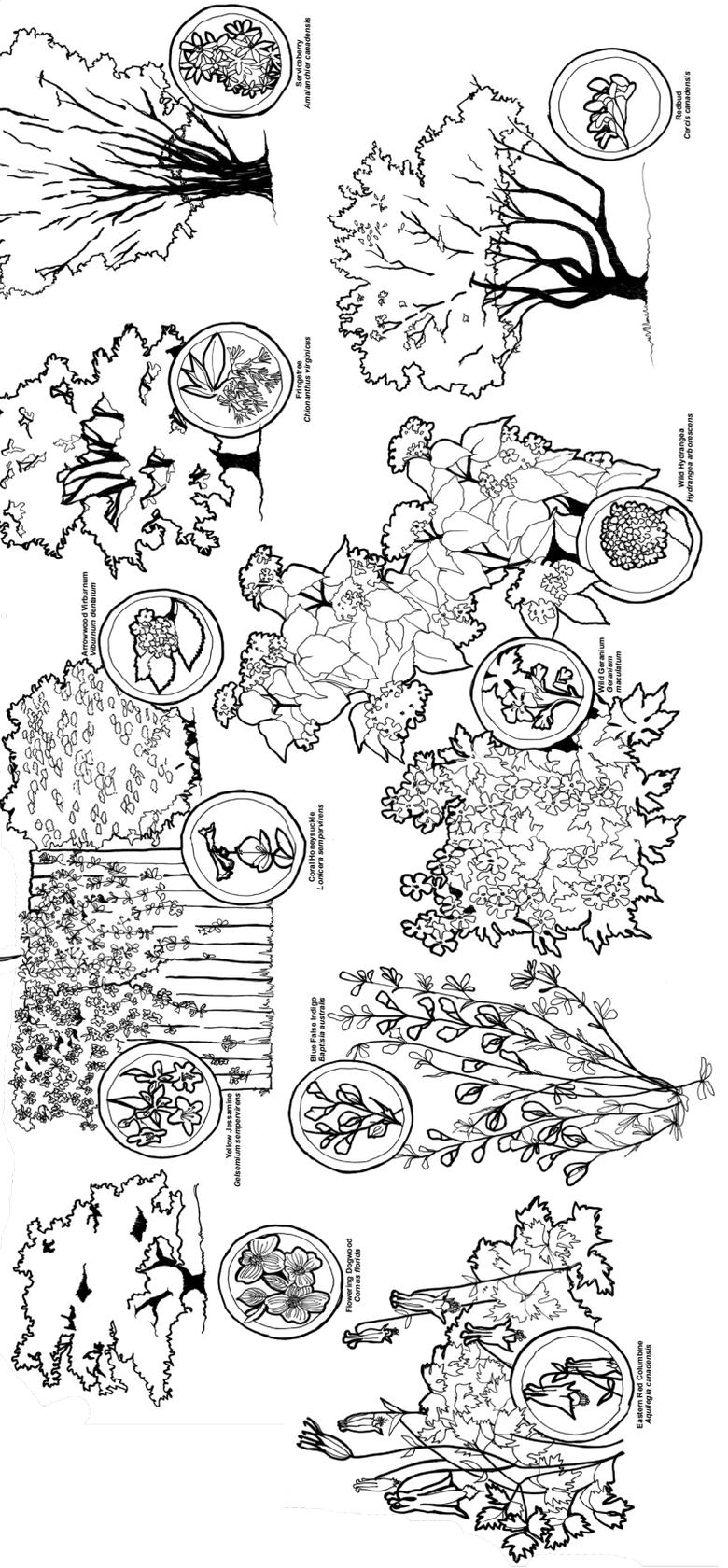
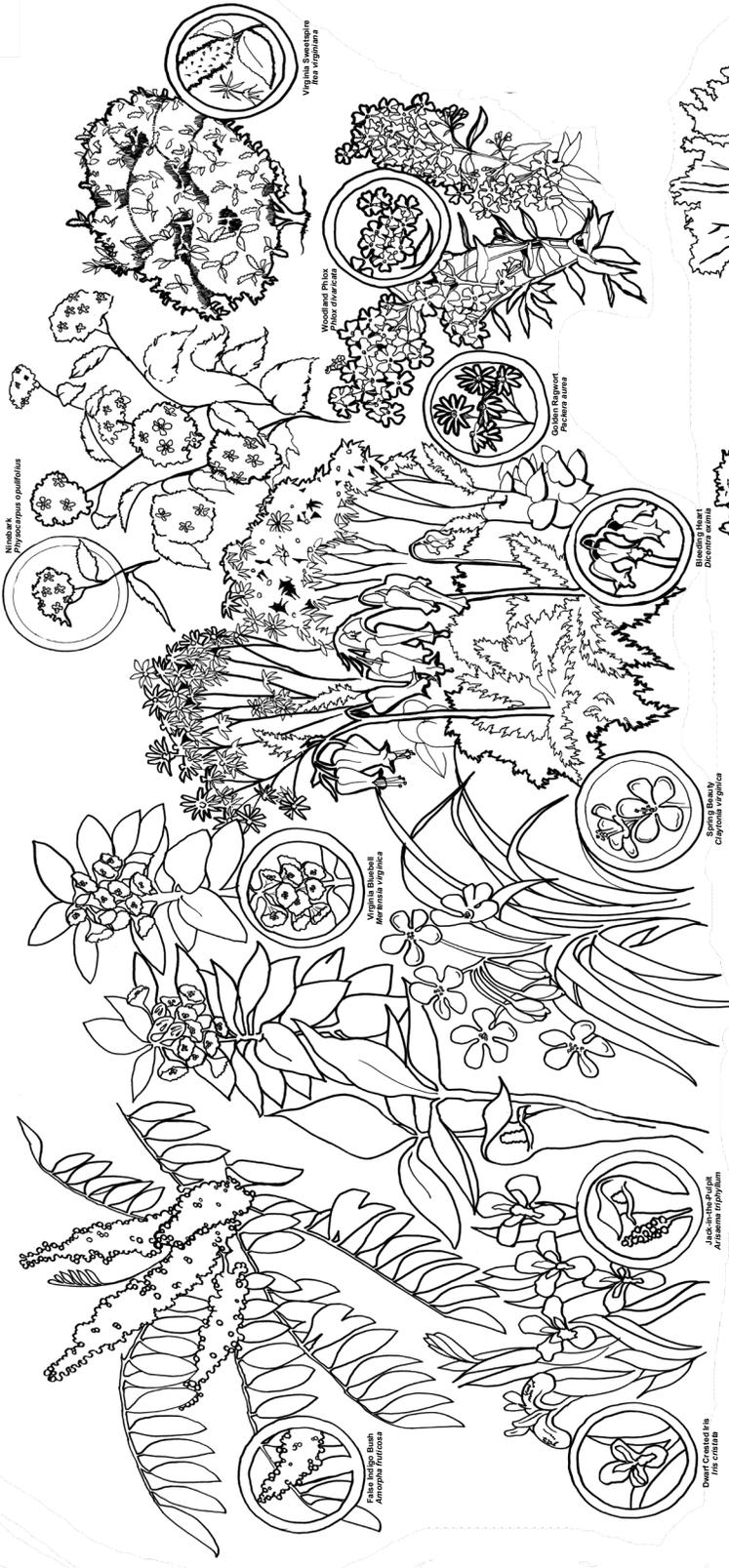
The owners of vacant or occupied, developed or undeveloped property upon which buildings or other improvements are located, periodically shall cut grass or lawn area and other foreign

¹ Enforcement mechanisms and penalties vary from jurisdiction to jurisdiction, as does the process for appealing a notice of violation, and are often consistent with implementation of other ordinances within a given jurisdiction. The intent of this model language is to achieve consistent definitions about natural landscapes such that they are not a violation of the existing weed ordinance, therefore enforcement or penalties are not addressed.

growth on such property to meet the health and safety standards of this section.

Health and safety standards include, but are not limited to, trees or other vegetation in danger of intruding or falling on public right of way and conditions which may cause disease, fire, cover for unlawful activity, or spread of foreign growth and litter.

Appendix A
Campaign Promotional Materials



Northern Virginia Native Plants

Beautiful. Good for the Environment. Helpful to Wildlife. Resilient



Buy Them Here!



GREENSTREET GARDENS
FLOWERS & GIFTS

Presented By:



Plant NOVA Natives
Naturally Beautiful!

Learn more about Native Virginia native plants and how you can help contribute to the ecological sustainability of our state by visiting plantnovanatives.org or contact us at plantnovanatives@gmail.com

Plant NOVA Natives is funded in part by the Virginia Coastal Zone Management Program at the Department of Environmental Quality, National Oceanic and Atmospheric Administration, as authorized by the Coastal Zone Management Act of 1972, as amended.




Photo: N. Van Drogen (13) and Jim McChesney (8)

Nurture Nature: Plant NOVA Natives

Native plants:

- Provide food and shelter to birds, butterflies and bees
- Add beauty to any location, sun or shade
- Require less maintenance and water once established
- Reduce or eliminate the need for pesticides
- Improve water quality



Look for Northern Virginia native plants at your local garden center, native plant nursery, and spring and fall native plant sales.



www.plantnovanatives.org

Plant NOVA Natives is funded by grant 09-0000000-000-0000 from the Virginia Department of Conservation and Forestry, to the VA Coastal Zone Management Program, the Department of Environmental Quality, and the Coastal Zone Management Act of 1972, as amended.



Make a Difference Plant NOVA Natives





Make a Difference Plant Native Plants

Virginia Native Plants

Native Plants are:

- Beautiful
- Good for the Environment
- Easy to Maintain
- Resilient

Black-Eyed Susan



Blazing Star



Butterfly Weed



Goldenrod



**Plant
NoVA Natives**
Naturally Beautiful!

Learn more about Northern Virginia's native plants and how you can help contribute to the ecological sustainability of our community at www.plantnovanatives.org or contact us at plantnovanatives@gmail.com

Find Native Plants Here

Native Plants are:

- **Beautiful**
- **Adapted to our Region**
- **Good for the Environment**
- **Helpful to Wildlife**
- **Resilient**



Learn more about Northern Virginia's native plants and how you can help contribute to the sustainability of our community at www.plantnovanatives.org or contact us at plantnovanatives@gmail.com



Virginia Coastal Zone
MANAGEMENT PROGRAM

This project (or mapping project, research project, planting project, nature trail, etc.), Task # (e.g., 96.01) was funded by (or "funded, in part, by" if match funds were also used) 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.

Goldenrod



Blazing Star



Butterfly Weed



Black-Eyed Susan



8a



Native Plants of Northern Virginia

This list consists of species that are widely available in garden centers throughout the region

Plant	Bloom Time	Sun or Shade
Wild Columbine (<i>Aquilegia canadensis</i>)	April - June	Part Shade
Butterfly Weed (<i>Asclepias tuberosa</i>)	May - September	Full - Part Sun
Blue Wild Indigo (<i>Baptisia australis</i>)	May - June	Full - Part Sun
Whorled Tickseed (<i>Coreopsis verticillata</i>)	May - August	Full - Part Sun
Smooth Oxeye (<i>Heliopsis helianthoides</i>)	July - September	Full - Part Sun
American Alumroot (<i>Heuchera americana</i>)	April - June	Part - Full Shade
Blazing Star (<i>Liatris spicata</i>)	July - October	Full Sun
Scarlet Beebalm (<i>Monarda didyma</i>)	July - September	Full - Part Sun
Creeping Phlox (<i>Phlox subulata</i>)	May - June	Full Sun
Jacob's Ladder (<i>Polemonium reptans</i>)	April - May	Part - Full Shade
Black-Eyed Susan (<i>Rudbeckia fulgida</i>)	July - September	Full - Part Sun
Goldenrod (<i>Solidago rugosa</i>)	August - September	Full - Part Sun
Cinnamon Fern (<i>Osmundastrum cinnamomeum</i>)	N/A	Full Sun - Full Shade
Christmas Fern (<i>Polystichum acrostichoides</i>)	N/A	Part - Full Shade
Switchgrass (<i>Panicum virgatum</i>)	N/A	Full - Part Sun
Little Bluestem (<i>Schizachyrium scoparium</i>)	N/A	Full - Part Sun

Selection will vary based on seasonal availability, check with your local garden center



Learn more about Northern Virginia's native plants and how you can help contribute to the ecological sustainability of our community at www.plantnovanatives.org or contact us at plantnovanatives@gmail.com

Photos: 1) Black-Eyed Susan (Susanne Dingwall), 2) Blazing Star (Susanne Dingwall), 3) Butterfly Weed (Susanne Dingwall), 4) Goldenrod (Jim McStone)

Why Plant Northern Virginia Native Plants?

Native plants are naturally beautiful

Natives provide curb appeal and can raise property values

Natives are adapted to live in our climate

Natives flourish without extensive watering, fertilizing, or pesticides

Natives help conserve water and soil quality

Native plants provide food and habitat for native wildlife

Many insects have specialized to feed and reproduce on native plants

Insect life supports the food chain for birds and other animals

Native plants attract critical pollinators

Planting natives creates a sanctuary for a diverse network of life

Natives have many advantages over nonnative plants

Conventional landscaping does not effectively support native wildlife

Turf grass and ornamentals need more watering, fertilizers, and pesticides

Water and soil health suffer as a result

Native plants need our help

Development has fragmented habitat for native plants and animals

Pollution has degraded soil and water quality and decreased beneficial wildlife

Development has aided the proliferation of nonnative plants

With no natural enemies, nonnatives outcompete natives for nutrients and space

Nonnatives do not serve the food and habitat needs of native wildlife

Nonnatives reduce the diversity of native flora and fauna

Our long-term well-being depends upon a healthy environment

Healthy environments have high biodiversity

Biodiverse habitats host a wide variety of plants, insects, and animals

Planting a diverse array of natives can preserve & increase biodiversity

Feed the birds...and the bees...and the butterflies...

Butterflies. Milkweeds (including the beautiful butterfly weed) are the sole source of food for the caterpillars of the monarch butterfly. Other butterflies require their own native plants. The caterpillars of the Columbine Duskywing depend on wild columbine for food. Delaware skipper butterflies rely on native grasses such as switchgrass and little bluestem.

Bumble bees and other native bees. These bees almost never sting! They are essential pollinators – most of our food requires pollination by insects. Provide them with plants that bloom in succession, starting with red maple in the early spring and finishing with goldenrod and native witch hazel in the late fall. In between, let them feast on wild blue indigo, blazing star, and many other native plants.

Hummingbirds. They really do like red! Bee balm will attract them right to your garden.

Songbirds. The fuzz that covers the young fiddleheads of cinnamon fern is a favorite nesting material for birds. Goldfinch and chickadees love the seed heads of black-eyed Susans. The seeds of little bluestem grass are of particular value to small birds in winter.

Find out more about these and hundreds of other Northern Virginia native plants at www.plantnovanatives.org

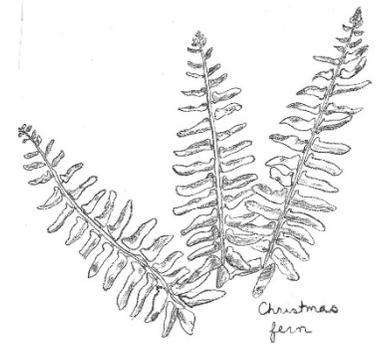


Plant NOVA Natives was funded in part through grants from the US Department of Commerce and NOAA, to the Virginia Coastal Zone Management Program at the Department of Environmental Quality under the Coastal Zone Management Act of 1972, as amended.

Benefits to Realtors of Planting Natives

Native plants make your lives easier

- Natives provide curb appeal and can raise property values
- Natives are adapted to live in our climate and therefore are hardier
- No watering is required once natives are established
- No fertilizer is needed
- No pesticides are needed
- Chemical-free landscaping is safer for pets and children
- Natives help conserve water and soil quality
- Trees provide shade and a cooling effect while converting CO₂ to oxygen



Native plants provide food and habitat for native wildlife

Suburban development seriously degrades the natural habitat needed by birds, butterflies, and the rest of the living world. The native plants that form the basis of the ecosystem are replaced by imported species including turf grass that have almost no benefit to wildlife. Worse still, in many cases invasive imported species completely displace all useful vegetation. The songbird population in Northern Virginia has plummeted as a result, as has that of butterflies, frogs, and the many other species that live with us on our land.

We can turn this situation around. Planting Northern Virginia natives can turn our properties into a sanctuary for a diverse network of life. We can use our own yards to support wildlife and transform our properties into vibrant communities of sound and movement.

Native plants need us!

What little undeveloped land that remains in Northern Virginia is too fragmented to support much wildlife. Housing developments cover large areas that can be beautifully landscaped and also preserve the diversity of species that is natural to our area.

Native plants have many advantages over nonnative plants

- Native plantings are low maintenance
- Turf grass and ornamentals need more watering, fertilizers, and pesticides
- Natives can save on landscaping costs and effort by replacing turf grass and annual flowers. Pruning, mowing, reseeding, spraying, *etc.* are all unnecessary.
- Nonnatives do not serve the food and habitat needs of native wildlife

What can you do to help?

With your clients

- Give our *Native Plants for Northern Virginia* guide as gifts to clients (\$150 for a case of 45 guides)
- Suggest easy projects for clients to install as features that increase home values
 - Native shrubs and understory trees for side yards
 - Rain gardens to eliminate wet areas in lawn or wet basements
 - Butterfly gardens
 - Shade trees in the lawn
- Help educate your co-workers (including developers and landscaping contractors) about the benefits of native plants
- Encourage the removal of invasive nonnative plants
- Suggest a free “Audubon at Home” site visit for customized advice about promoting wildlife on properties
- Encourage use of signage such as the Plant NOVA Natives sign
www.signs.com/plantnovanatives or Audubon at Home certification

On your own property

- Sign our website pledge to plant NOVA natives
- Plant natives in your yard or on your balcony
- Reduce your lawn; plant trees
- Remove invasive nonnative plants from your yard
- Download or purchase our *Native Plants for Northern Virginia* guide
www.tinyurl.com/novanatives



www.plantnovanatives.org



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FRONT



Use the *Native Plants for Northern Virginia* guide to help you choose native plants for your landscape.

Visit www.plantnovanatives.org to purchase the guide or download it for free. Your local nursery may also sell the guide.

BACK

Help Us Make a Difference

Visit www.plantnovanatives.org to:

- Learn more about gardening and landscaping with native plants
- Order copies of *Native Plants for Northern Virginia*
- Find sellers, landscapers, and demonstration gardens
- Link to our social media sites
- Sign the pledge to plant Northern Virginia natives
- Volunteer for the Plant NOVA Natives campaign
- Order yard signs, hats, T-shirts, and other merchandise

www.plantnovanatives.org



Virginia Coastal Zone
MANAGEMENT PROGRAM

Plant NOVA Natives was funded in part through grants from the US Department of Commerce and NOAA, to the Virginia Coastal Zone Management Program at the Department of Environmental Quality under the Coastal Zone Management Act of 1972, as amended.



Appendix B
Northern Virginia Weed Ordinances

Weed Ordinances for PNN Jurisdictions

Jurisdiction	Definition	Public Nuisance	Penalty
Alexandria	<p>Sec. 5-9-1: The word "weeds" as used in this chapter shall be held to include grass, weeds, bushes and any other vegetation other than trees, ornamental shrubbery, flowers and garden vegetables properly tended.</p>	<p>Weeds on any property located within the city that are in excess of 12 inches in height are found to be a danger to the public health and are hereby declared to constitute a public nuisance. (Ord. No. 2698,</p>	<p>Whenever the owner of real property refuses, neglects or fails to cut weeds after being notified in the manner prescribed by section 5-9-4 above, the weeds may be cut by the city. The expense thereof shall be forthwith computed, and a bill for such expense shall be prepared by the department of finance and mailed to the owner at his last known post office address within a reasonable time after the cutting. In the event the city does not receive payment of the bill within 30 days after mailing, the director of finance shall proceed to collect the expense and may do so in the same manner as city taxes are collected. Every expense with which the owner of any real property shall have been assessed and which remains unpaid shall constitute a lien against the owner's property. (Ord. No. 2698, 6/12/82, Sec. 2; Ord. No. 3849, 3/23/96, Sec. 2)</p>

Weed Ordinances for PNN Jurisdictions

Arlington

Sec. 10-12 "Danger or hazard to public health or safety" means a condition, as determined by the County Manager or his designee, in which it is reasonably certain or foreseeable that the healthful or sanitary condition or safety of the general body of people in the County is being or will be reduced or that the healthful or sanitary conditions or safety of persons whom it is in the general County interest to protect is being reduced. Dangers to health or safety may include, by way of illustration and not limitation, trees or parts thereof in danger of falling on the County right-ofway or other public lands, and conditions which may cause disease (including allergic reactions), harbor vermin and other animals, provide shelter or cover for unlawful activities, or be a source for the spread of litter or weeds to the property of others.

Sec. 10-13 A. It shall be the duty of each owner of vacant property to cut grass, weeds, and other foreign growth (which may include trees or parts thereof) on such property when such growth on such property creates a health or safety hazard. B. It shall be the duty of each owner of occupied residential real property to cut the grass or lawn area of less than one-half (1/2) acre on such property within ten (10) days after notice from the County Manager or designee when the growth on such grass or lawn area exceeds twelve (12) inches in height... Sec. 10-15 It shall be the joint and several duty of each owner or occupant of property to cut back or remove trees or parts thereof, hedges, shrubs, vines and other vegetation which encroaches upon any sidewalk, alley, roadway, street or highway and which impairs or obstructs any pedestrian or vehicular traffic. Such growth higher than ten (10) feet above the surface of a walk or roadway need not be removed unless such growth creates a health or safety hazard. (2-21-81; 4-24-82; Ord. No. 96-7, 5-11-96)

Sec. 10-13 ...The County may, if the grass or lawn is not cut, after thirty (30) days' notice, have such grass or lawn area cut by the County's agents or employees and the cost thereof shall be charged to and paid by the owner of such property and may be collected by the County as taxes and levies are collected. Sec. 10-21 Except as provided for below, violations of § 10-14 may be pursued as civil penalties. In case of the violation of any provisions of this chapter, the owner, lessee, tenant or agent shall be subject to a civil penalty of one hundred dollars (\$100.00) for the first violation. This penalty shall be imposed after a warning has been issued that gives the owner, lessee, tenant or agent a specified time within which to comply with the chapter. Any person who continues to violate such provision of this chapter shall be subject to a civil penalty of one hundred fifty dollars (\$150.00) for each subsequent violation. No person shall be cited for a violation more than once in any ten (10) day period, and no person shall be fined more than a total of three thousand dollars (\$3,000.00) for all violations arising out of the same set of facts.

Weed Ordinances for PNN Jurisdictions

Dumfries

1990, Sec. 9-2, (11): Grass or weeds. Growth of grass or weeds in excess of ten inches in height, or the growth of noxious weeds (as defined in Code of Virginia, § 3.1-296.12 or 15.2-902) regardless of height. For purposes of this section, the term "weeds" means any plant other than grass and cultivated plants.

The nuisances described in this section shall not be construed as exclusive, and any act of commission or omission and any condition which constitutes a nuisance by statute or common law of the state, when committed or existing within the town limits, is hereby declared to constitute a nuisance.

Any violation of the provisions of this section shall be a class 3 misdemeanor. Each day the nuisance continues after notice to the owner or occupant shall constitute a separate offense.

Weed Ordinances for PNN Jurisdictions

Fairfax City

Article V, Sec. 38-51: Weeds means vegetative growth generally deemed to exhale unpleasant and noxious odors; to be foreign growth, undesirable, rank or detrimental to the public health or safety; or to have minimal use or value.

Article V, Sec. 38-52: The person owning or having possession or charge of any premises, vacant lot, private roadway, whether in use or not, or other lands within the city, within 500 feet of any inhabited building or dwelling, shall cut the grass and weeds on such property when such grass or weeds reach a height of 6 inches or greater

Article V, Sec. 38-55: a) Any owner who commits or permits any violation of this article, whether by act or omission, shall be subject to a civil penalty of \$50.00 for the first violation. The civil penalty for subsequent violations not arising from the same set of operative facts within 12 months of the first violation shall be \$200.00. Each business day during which the same violation is found to have existed shall constitute a separate offense. In no event shall a series of specified violations arising from the same set of operative facts result in civil penalties that exceed a total of \$3,000.00 in a 12-month period. b) Except as provided in this subsection, the issuance of a civil penalty shall be in lieu of criminal penalties and shall preclude prosecution of such violation as a misdemeanor. In the event three civil penalties have previously been imposed on the same defendant for the same or similar violation, not arising from the same set of operative facts, within a 24-month period, any subsequent violation not arising from the same set of operative facts shall be a class 3 misdemeanor. Classifying such subsequent violations as criminal offenses shall preclude the imposition of civil penalties for the same violation.

Weed Ordinances for PNN Jurisdictions

Fairfax County

(35-91-119, Article 2, Sec. 119-2-1
(a) Grass or Lawn Area: The words "grass or lawn area" shall include an area of ground covered with grass and/or associated growth. Trees, shrubs, cultivated areas, including, but not limited to beds of ornamental grasses, ferns, fruits, vegetables, herbs, spices, flowers, or wildflowers are specifically excluded from this definition.

Section 119-3-1. Prohibited grass or lawn area height
a) Developed Residential Property: It shall be unlawful for any owner of any occupied residential lot or parcel which is less than one-half acre (21,780 square feet) or any vacant developed residential lot or parcel which is less than one-half acre (21,780 square feet) to permit the growth of any grass or lawn area to reach more than twelve (12) inches in height/length.
b)Undeveloped Residential Property: It shall be unlawful for any owner of any undeveloped residential lot or parcel which is less than one-half acre (21,780 square feet) and which is located within a recorded subdivision where ninety percent (90%) of the lots have been developed to permit the growth of any grass or lawn area to reach more than twelve (12) inches in height/length.c)Commercial/Industrial Property: It shall be unlawful for any owner of any vacant developed commercial/industrial property to permit any growth of any grass or lawn area of more than twelve (12) inches in height/length.d)Commercial/Industrial Property: It shall be unlawful for any owner of any vacant developed commercial/industrial property to permit any growth of any grass or lawn area of more than twelve (12) inches in height/length.

Section 119-3-5. - Civil penalty. Any violation of Section 119-3-1 may be punishable by a civil penalty of One Hundred Dollars (\$100.00).

Falls Church

(Ord. No. 1872, 3-12-2012) Sec. 33-2. - Tall grass and weeds, brush... Weeds shall not include cultivated flowers, vegetable and ornamental gardens, trees or shrubs or planned and cultivated habitats for which trimming and mowing is not practical.

(Ord. No. 1872, 3-12-2012) Sec. 33-2. - Tall grass and weeds, brush.All exterior property and premises shall be maintained free from weeds, brush or tall grass in excess of 12 inches.

Noncompliance. In addition to the process and penalties found in sections 33-9 and 33-10, and after proper notice has been given, the City of Falls Church may cause the tall grass, weeds or brush to be removed by city staff or by a licensed contractor, in which case the cost and penalties, if any, shall be collected by the city treasurer's office pursuant to the procedures of that office.

Weed Ordinances for PNN Jurisdictions

Div. 3, Sec. 26-191 ascribed to them in this section, except where the context clearly indicates a different meaning: Foreign growth means invasive alien plants of no economic value that are not indigenous to the commonwealth and that adversely affect the health of the neighborhood and of native plants and the utility of the land on which foreign growth is found. Information on foreign growth may be found in the brochure, Invasive Alien Plant Species in Virginia, by the state department of conservation and recreation. Grass means any of a large family (Gramineae) of monocotyledonous mostly herbaceous plants with jointed stems, slender sheathing leaves, and flowers borne in spikelets or bracts. Weed means a plant of rank growth that tends to overgrow or choke out economically valuable plants that have economic, aesthetic, ecological or botanical value.

Herndon

Sec. 26-192 The owners of vacant or occupied, developed or undeveloped property in the town, including such property upon which buildings or other improvements are located, periodically shall cut the grass, weeds and other foreign growth on such property or any part thereof to meet the standards of this division. The town council prescribes that owners shall take this action at the time or times ordered by the town manager.

Sec 26-193 The town may, whenever the town manager deems it necessary because such vegetation exceeds ten inches in height from the ground, after ten days written notice to the owner, have such grass, weeds or other foreign growth cut by town employees or town agents. In the event of cutting by town employees, or town agents, the town's costs and expenses shall be chargeable to and paid by the owner of such property and may be collected by the town as taxes and levies are collected.

Weed Ordinances for PNN Jurisdictions

Leesburg

Sec. 22-1 c) It shall be unlawful for the owners of property to permit grass, weeds and other foreign growth to exceed 12 inches.

Sec.22-1 f) Any violations of the section shall be subject to a civil penalty of \$50 for the first violation, or violations arising from the same set of operative facts. The civil penalty for subsequent violations not arising from the same set of operative facts within 12 months shall not exceed \$200. Each business day during which the same violation is found to have existed shall constitute a separate offense. In no event shall a series of specified violations arising from the same set of operative facts result in civil penalties that exceed a total of \$3,000 in a 12-month period. The civil penalties are in addition to any costs the property owner incurs as a result of the failure to comply with this action

Weed Ordinances for PNN Jurisdictions

Loudon County Ch. 692.01 Tall Grass Ordinances
of Loudon County

a) Developed Residential Property. It shall be unlawful for any owner of any occupied residential lot or parcel which is less than one-half acre (21,780 square feet) or any vacant developed residential lot or parcel which is less than one-half acre (21,780 square feet) to permit the growth of any grass or lawn area to reach more than 12 inches in height/length. b) Undeveloped Residential Property. It shall be unlawful for any owner of any undeveloped residential lot or parcel which is less than one-half acre (21,780 square feet) to permit the growth of any grass or lawn area to reach more than 12 inches in height/length. c) Commercial/Industrial Property. It shall be unlawful for any owner of any vacant developed commercial/industrial property to permit any growth of any grass or lawn area of more than 12 inches in height/length.

692.06 PENALTY FOR VIOLATION OF SECTION 692.02.

(a) Violation of Section 692.02 is punishable by a civil penalty of not more than fifty dollars (\$50.00) for the first violation or violations arising from the same set of operative facts. The civil penalty for subsequent violations not arising from the same set of operative facts within 12 months of the first violation shall not exceed two hundred dollars (\$200.00). Each business day during which the same violation is found to have existed shall constitute a separate offense. In no event shall a series of specified violations arising from the same set of operative facts result in civil penalties that exceed a total of three thousand dollars (\$3,000) in a 12-month period. (b) Violations shall be punishable as a Class 3 misdemeanor in the event that three civil penalties have previously been imposed on the same defendant for the same or similar violation, not arising from the same set of operative facts, within a 24-month period. (Ord. 08-11. Passed 9-8-08.)

Weed Ordinances for PNN Jurisdictions

b)The city manager or his authorized agent shall give the owner of any property within the city written notice to remove from such property, within 48 hours, any condition which is in violation of subsection (a) of this section. Failure to comply with such notice shall constitute a Class 1 misdemeanor. Such notice shall be by certified mail to the last known address of the owner of the property. If such last known address is different from the address on the city tax records, a copy of such notice shall likewise be sent by certified mail to the address upon the tax records applicable to such property. If a condition enumerated in subsection (a) of this section exists which poses an immediate threat to the health, safety and welfare of citizens of the city, then the city manager or his authorized agent shall give such notice as is reasonable under the circumstances. The city need only give one notice per calendar year to the property owner relating to growth of weeds or other agricultural growth, including gration

Manassas Art. IV, Sec. 70-92

It shall be unlawful for the owner of any property within the city to permit the accumulation thereon of any trash, garbage, refuse, yard waste, recyclables, litter or other substances which might endanger the health or safety of other residents of the city or the growth thereon of any weeds or other agricultural growth, including grass, to a height of 12 inches or more. However, the provision on the growth of weeds or other agricultural growth shall not apply to any portion of a parcel in an I-1, I-2 or A-1 zoning district.

Manassas Park Sec. 17-42 (a) Definition. Weeds are vegetative growth generally deemed to exhale unpleasant and noxious odors; to be foreign growth, undesirable, rank or detrimental to the public health or safety; or to have minimal use or value.

b) Cutting required. The person owning or having possession or charge of any premises, vacant lot, private roadway, whether in use or not, or other lands within the city, within five hundred (500) feet of any inhabited building or dwelling, shall cut the grass and weeds on such property when such grass or weeds reach a height of ten (10) inches or greater.

(d) Penalty for failure to cut. Any person who shall be in violation of the provisions of this section and who, upon receipt of written notice from the city manager to correct the same, shall fail or refuse to correct the violation within the time prescribed, shall, upon conviction thereof, be punished as provided by section 17-2.

Weed Ordinances for PNN Jurisdictions

Purcellville

Sec. 86-1 - Weeds and other foreign growth on developed or undeveloped property

86-1 a) Owner's responsibility to abate. the owners of developed or undeveloped property in town shall cut the grass, weeds and other foreign growths on the area of such property adjoining a developed lot whenever such grass, weeds and other foreign growths are deemed to be overgrown.

g) Any owner who commits or permits any violation of this section, whether by act or omission, shall be subject to a civil penalty of \$50.00 for the first violation. The civil penalty for subsequent violations not arising from the same set of operative facts within 12 months of the first violation shall be \$200.00. Each business day during which the same violation is found to have existed shall constitute a separate offense. In no event shall a series of specified violations arising from the same set of operative facts result in civil penalties that exceed a total of \$3,000.00 in a 12-month period.

Prince William County

Article 2, Sec. 29-16 Weeds shall mean grass, weeds, bushes, vines, poison ivy, poison oak or any other foreign growth, other than trees, ornamental shrubbery, flowers and garden vegetables.

Sec. 29-17 a) It shall be unlawful for the owner of any property of less than two acres to permit weeds of more than 12 inches in height to remain standing upon any part of such property. b) It shall be unlawful for the owner of any property of two acres or more to permit weeds of more than 12 inches in height to remain standing upon any part of such property that is within 150 feet of the pavement edge of a state maintained road or 200 feet of the building or dwelling of another. This section shall not apply to land zoned for or in active farming operation.

Sec. 29-20 a) Violation of section 29-17 is punishable by a civil penalty of not more than \$50.00 for the first violation or violations arising from the same set of operative facts. The civil penalty for subsequent violations not arising from the same set of operative facts within 12 months of the first violation shall not exceed \$200.00. Each business day during which the same violation is found to have existed shall constitute a separate offense. In no event shall a series of specified violations arising from the same set of operative facts result in civil penalties that exceed a total of \$3,000.00 in a 12-month period. b) Violations shall be punishable as a Class 3 misdemeanor in the event that three civil penalties have previously been imposed on the same defendant for the same or similar violation, not arising from the same set of operative facts, within a 24-month period.

Weed Ordinances for PNN Jurisdictions

Vienna

Article 2, Sec. 13-7 - Grass, weeds and other foreign growth—Permitting in excess of six inches in height prohibited.

Owners of property within the Town shall not allow grass, weeds, and other foreign growth thereon to exceed six inches in height within 100 feet of any street or adjacent property line.

Sec. 13-10. - Same—Cost of cutting. Where grass, weeds or other foreign growth have been cut down on property by the director of planning and zoning pursuant to the provisions of section 13-9, the cost of such cutting shall be billed to the owner of the property. If such bill is not paid, it shall be added to the Town real estate bill on such property, and shall be a lien on such property to the same extent and effect as the real estate tax is.

Sec. 13-11. - Same—Burning.

Any owner of land required to remove weeds under the provisions of this chapter may after first complying with the requirements of the Fairfax County Air Pollution Control Ordinance, remove the same by burning under the supervision of the Town volunteer fire department. Prior to such burning, such owner shall agree in writing with the Town upon such form as shall be prescribed by the department of planning and zoning, to indemnify, reimburse and save the Town and its agents, officers and employees harmless from all damages that may result directly or indirectly to persons and property from the burning of weeds.
