



VIRGINIA NATIVE PLANT PARTNERS AND REGIONAL CAMPAIGNS

Increasing the amount of native vegetation in Virginia's coastal zone can accomplish many goals: protecting water quality and quantity, increasing carbon dioxide absorption, enhancing wildlife habitat and improving aesthetics and quality of life.

In spring 2009, the Virginia Coastal Zone Management (CZM) Program and its partners launched the *Plant ES Natives* campaign using proven social marketing tools and techniques with a focus on making planting natives fun, easy and popular. It has been a model for development of other regional campaigns, and components of the Plant ES Natives Campaign strategy, such as a regional plant guide (images at right), have been easily transferrable to address barriers common in all the regions to planting natives. Each region however is unique and the planning teams are continuously evaluating which place-based approaches are most effective in reaching their gardening population.

In August 2011, the Virginia CZM Program established a state-wide partnership. The Virginia Native Plant Partners purpose is to:

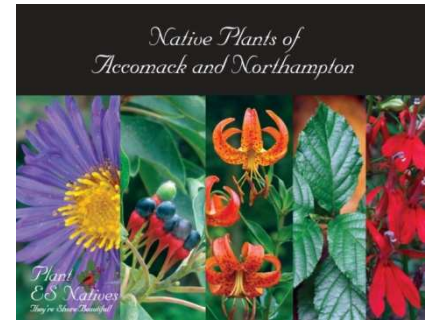
Identify and prioritize opportunities to collaborate on Virginia native plant communication and marketing efforts and form cohesive and coordinated messaging and strategies to increase local availability and use of native plants state-wide.

A Steering Team of member organizations (on back) – identified collaborative projects that would be more effectively and efficiently addressed through the partnership: a) support for a Virginia conservation landscaping certification; b) strategies to help increase the availability of native plants including a framework and guidelines for native plant seed collection/propagation; and, c) coordination of state-wide native plant marketing strategies.

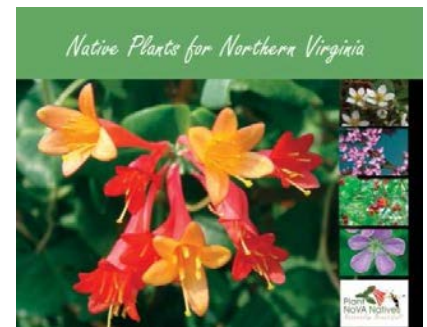
The VNPP is currently drafting a 2016 – 2020 Action Plan based on these priorities, Steering Team discussions and feedback from the two forums held in May 2013 and January 2014. The Action Plan is focused on strategies and actions to address four goals:

- 1) Increase collaboration and coordination among partners engaged in native plant education, communication and marketing;*
- 2) Increase Virginia Grown native plant stock (percentage goal to be determined);*
- 3) Increase the availability of native plants at local plant retailers (percentage goal to be determined); and,*
- 4) Increase demand and use of Virginia native plants by landscape and land use professions, homeowners, landscaping and demonstration restoration projects on public and private lands.*

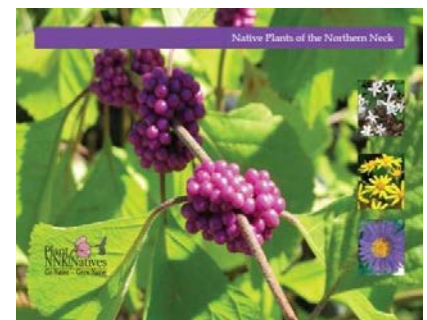
VNPP workgroups are currently refining the plan, which is expected to be finalized by fall 2015.



Plant ES Natives - www.deq.virginia.gov/Programs/CoastalZoneManagement/CZM/IssuesInitiatives/NativePlants/PlantESNatives.aspx



Plant NNK Natives - <http://vnps.org/northernneck/go-native-grow-native/>



Plant NOVA Natives - www.plantnovanatives.com



Piedmont Natives
www.albemarle.org/nativeplants/
(Albemarle, Charlottesville, Buckingham, Culpeper, Fluvanna, Greene, Louisa, Madison, Nelson, and Orange)

Campaigns under development in George Washington and Hampton Roads areas.



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Virginia Native Plants Partnership Steering Team

Virginia Coastal Zone Management Program (VNPP Co-Chair)

Virginia Dept of Game and Inland Fisheries (VNPP Co-Chair)

Albemarle County

Alliance for the Chesapeake Bay

Chesapeake Bay Foundation

Chesapeake Bay National Estuarine Research Reserve of VA

Chesapeake Conservation Landscaping Council

Flora of Virginia

Hampton Roads Planning District Commission

Lewis Ginter Botanical Garden

Norfolk Botanical Gardens

Northern Neck Planning District Commission

Northern Virginia Regional Commission

Piedmont Environmental Council

Virginia Audubon Council

Virginia Dept of Agriculture and Consumer Affairs

Virginia Dept of Conservation and Recreation, Natural Heritage Division

Virginia Dept of Environmental Quality

Virginia Dept of Forestry

Virginia Department of Transportation

Virginia Institute of Marine Science

Virginia Master Gardener Program

Virginia Master Naturalist Program

Virginia Native Plant Society

Virginia Nursery and Landscape Association

Virginia Society of Landscape Designers

VA Soil and Water Conservation Districts

Wetlands Watch

Williamsburg Botanical Gardens

Virginia Grower Reps

For more information on the coastal regional native plant campaigns, visit

<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants.aspx>

or contact Virginia Witmer, Outreach Coordinator, Virginia CZM Program – 804.698.4320 or

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Coastal regional native plant campaigns funded by:



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(updated June 2015)