



# Regional Native Plant Campaign

Northern Virginia Regional Commission  
and Partners



Northern Virginia Regional Commission



Goal: Promote use of native plants in urban and suburban landscape



Photo by Susan Dingwell, VNPS

Plant NoVA Natives Campaign



# Plant NoVA Natives Campaign Objectives:

1. Create consumer demand
2. Make it easy and fun for shoppers to purchase natives at retail garden centers
3. Ensure growers are providing enough natives to local retailers
4. Incorporate native plant support into local policy



# Collective Impact

## Cascading Levels of Collaboration



Reference: [http://www.ssireview.org/blog/entry/embracing\\_emergence\\_how\\_collective\\_impact\\_addresses\\_complexity](http://www.ssireview.org/blog/entry/embracing_emergence_how_collective_impact_addresses_complexity)

# Plant NoVA Natives Campaign



# Volunteer Community Leaders



Plant NoVA Natives Campaign

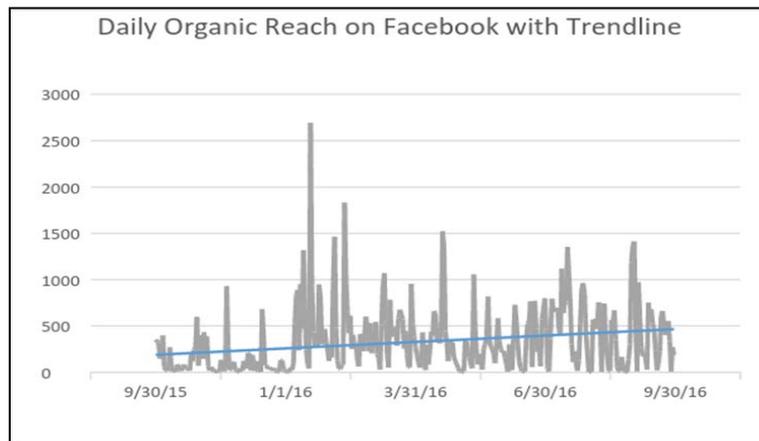
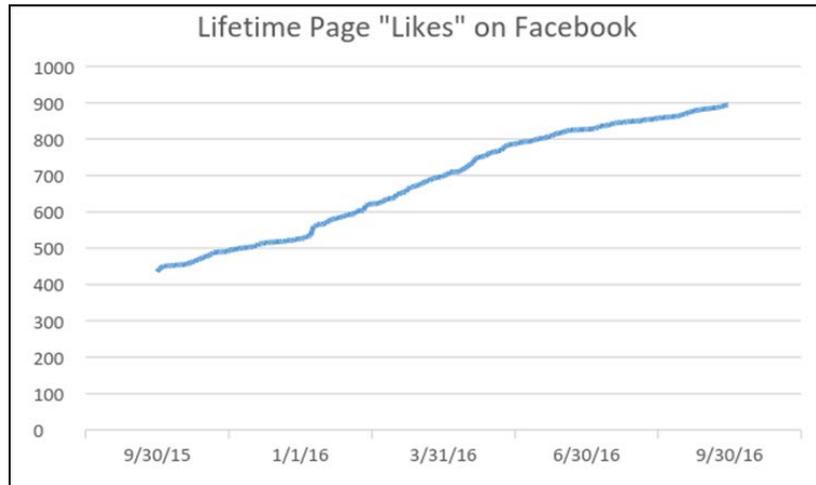


# *Native Plants for Northern Virginia*





# Social Media



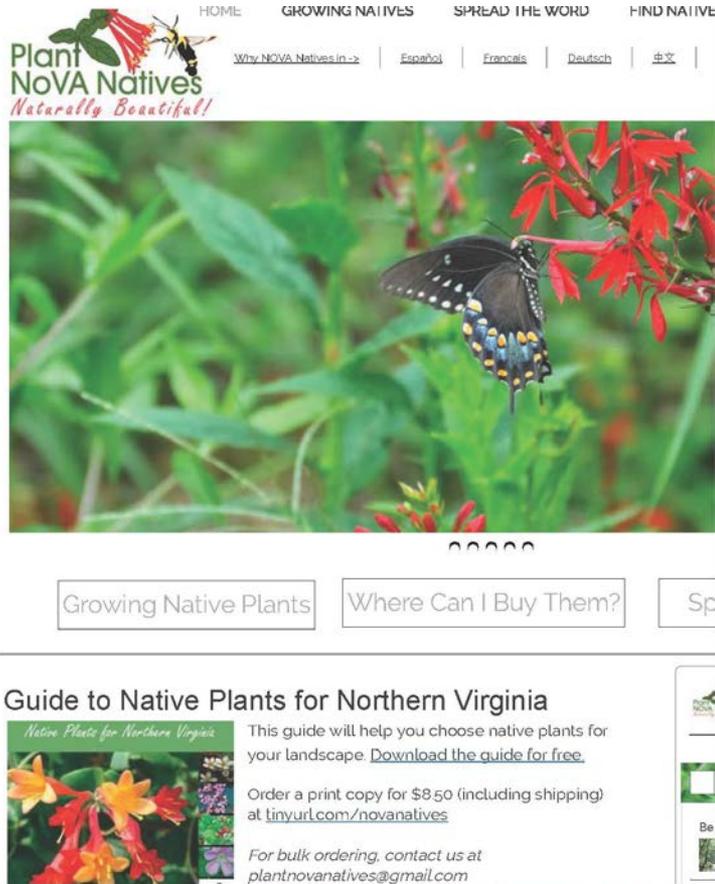
PLANT OF THE WEEK - Indian Grass (*Sorghastrum nutans*)  
The low fall and early winter sun backlights the seed heads of Indian Grass, turning them a rich gold. One of Indian Grass's principal attractions, the light-brown panicles grow...



## Plant NoVA Natives Campaign



# Website



Reference: [www.plantnovanatives.org](http://www.plantnovanatives.org)

## 2015

### Visitors

How many visitors did you get?



**26569**

total visits last year

Your busiest year was 2016  
with 46318 visitors.

## 2016

### Visitors

How many visitors did you get?



**46321**

total visits this year

This year is your busiest  
year ever!

# Plant NoVA Natives Campaign



# Nursery and Garden Center Outreach

- 18 Garden Centers engaged
- 10 Garden Centers display and distribute campaign materials



Plant NoVA Natives Campaign

# Volunteer Events

- Wolf Trap National Park BioBlitz
- Meadowlark Botanical Garden Picnic
- Habitat Workshop and Hometown Habitat Screening - In partnership with Virginia Department of Game and Inland Fisheries' (DGIF) *Habitat Partners*© Program

Plant NoVA Natives Campaign

# Policy

- Model Weed Ordinance focused on adopting common definitions
- Example resolution language to recognize managed natural landscapes as excluded from weed ordinance

# Questions?

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