



***Partnering to Increase
the Availability and Use of Native Plants***

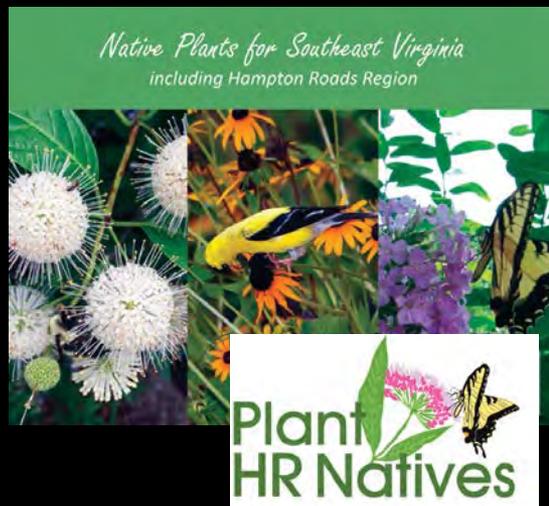
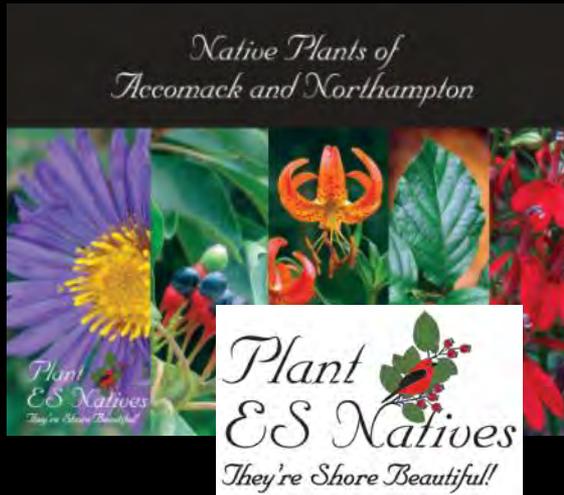
*Virginia Witmer
Virginia Coastal Zone Management Program*

*2016 Virginia
Coastal Partners
Workshop*





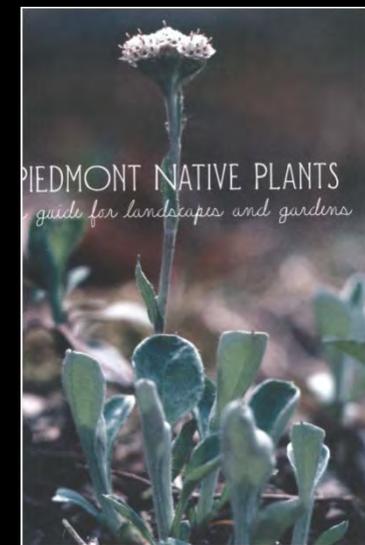
Regional Marketing Campaigns



Coming in 2017!

***Plant Central
Rappahannock Natives
Campaign and
regional guide***

Middle Piedmont Region



Virginia Native Plant Partners

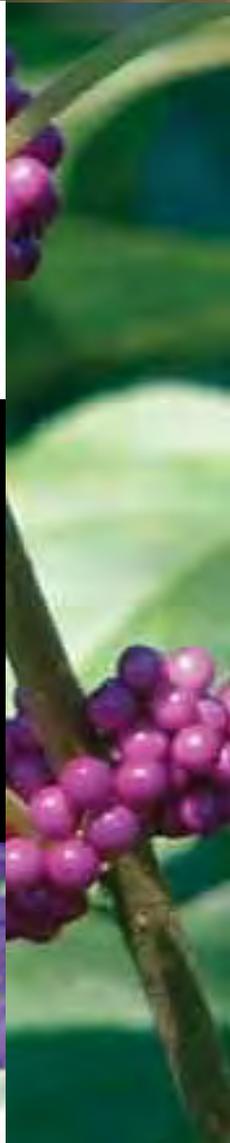
Chairs:

VA Coastal Zone Management Program
VA Dept of Game and Inland Fisheries

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 PDC
Lewis Ginter Botanical Garden
Norfolk Botanical Gardens
Northern Neck PDC
Northern Virginia Regional Commission
Piedmont Environmental Council
VA Audubon Council
VA Dept of Agriculture and Consumer Affairs
VA Dept of Conservation and Recreation
VA Dept of Environmental Quality
VA Dept of Forestry



VA Dept of Transportation
VA Institute of Marine Science
VA Master Gardener Program
VA Master Naturalist Program
VA Native Plant Society
VA Nursery and Landscape Association
VA Society of Landscape Designers
VA Soil and Water Conservation Districts
Wetlands Watch
Williamsburg Botanical Garden





Virginia Native Plant Partners

Priorities:

- 1) Support development of a Virginia conservation landscaping certification;
 - 2) Develop new strategies to help increase the availability of native plants including a framework and guidelines for native plant seed collection/propagation; and
 - 3) Develop new coordinated/collaborated state-wide native plant marketing strategies.
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Virginia Native Plant Partners

Draft Action Plan Goals:

Goal 1: Enhance knowledge of the value of native plants.

Goal 2: Increase Virginia grown native stock, and consumer access to native plants.

Goal 3: Increase demand and use of plants native to Virginia by:

- Landscape and land use professions (inc. engineers, L.A.'s , anyone who specify for land development/use)
- Homeowners
- Landscaping and demonstration restoration projects on public lands (state, federal) and also private (landowners or non-profit ownership)



Virginia Native Plant Marketing Partnership Action Plan - DRAFT

The *Virginia Native Plant Marketing Partnership Action Plan* is the partnership's guide, or roadmap, for advancing its collective priorities over the next two to five years to better leverage resources and to promote coordinated activities. It is not meant to be an annual operating plan tracking all the activities of the partnership's members. It is also working document. As we advance our goals, new strategies may be needed and new action items will become apparent.

The Action Plan was developed through a prioritization exercise with a Steering Team of the partnership, which identified needs and collaborative projects that could be more effectively and efficiently addressed and supported through the partnership. To engage partners-at-large, two forums were held to gather input on possible priorities and to solicit ideas on how to address these priorities - *Increasing the Use of Virginia Native Plants: Social Marketing, Collaboration and Coordination*, in May 2013, and *Growing Our Community and Cultivating Our Ideas*, in January 2014.

Virginia Native Plant Marketing Collaboration

Goal 1 *Increase collaboration and coordination among partners engaged in native plant education, communication and marketing.*

Strategy: Offer forums and tools that foster and support partner relationship building and collaboration to advance the goals of the partnership.

Action Items:

- Establish Communication and Capacity Workgroup
- Design a logo for the partnership to identify the Virginia Native Plant Partners on partnership communications, partner websites, for use in future collaborative endeavors (such as ads, events) etc.
- Create on-line tool(s) to support communication among partners
- Co-Host Statewide Virginia Native Plant Summit
- Hold 2 one day forums each year
- Update partnership resources directory

Strategy: Identify and secure resources – financial, policy and legislative – to support partnership goals and activities.

Action Items:

- Identify partnership actions/projects needing funding and match to possible funding sources
- Identify issues that might be addressed through changes in policy and possibly legislative support or action
- Pursue native plant recognition/ proclamation by Governor and General Assembly

Strategy: Garner support for partnership efforts through enhanced visibility.

Action Items:

- Identify opportunities to solicit and submit articles in partner and mass media about the partnership and its collaborative efforts
- Establish a link to the partnership webpage from all partner member websites

