

Hampton Roads Native Plants Initiative

**Draft Strategic Plan for
Hampton Roads
September 3, 2015**





SUCCESSES!

- Local Plant Sales
 - Lynnhaven River NOW
 - Virginia Living Museum
 - Master Gardeners/Naturalists
 - VNPS
- Demonstration Gardens
 - Virginia Aquarium
 - Virginia Living Museum
 - Indian River Park
 - York Co. DSC
- Growing network of organizations advocating native plants



WEAKNESSES

- Definition of what NATIVE means
 - For Virginia
 - For Hampton Road
- Availability
- Cultural preference to pristine lawn/turf
- Myths/misunderstandings about natives
 - Ugly, weedy, leggy
 - Attracts undesirable wildlife
- Residents unwillingness to coexist with natural habitats



WEAKNESSES

- Localities with no native plant policies
- Lack of understanding of disadvantages of popular non-natives
- Lack of native plant design templates for different situations
 - Coastal
 - Sun
 - Shade
 - Deer
 - Wet feet

GOAL: Regional Branding & Tagging

WHO: askHRgreen.org

WHEN: Next grant cycle



GOAL: Regional Plant Guide



WHO: TBD—VNPS?

WHEN: Next grant cycle

OTHER:

- **Show beauty of natives!**
- **Right plant, right place**

GOAL: Public institutions embrace natives



WHO: HRPDC Adv. Committees

WHEN: Next Grant Cycle

OTHER:

- **Replace problem plants with desirable natives**
- **Natives in new plantings**
- **Preserve existing natives**
- **More demo gardens in public places**
- **Target Filterrras & other proprietary BMPs**

GOAL:

Improve regional supply chain for native plants

WHO: Trade associations, sellers

WHEN: Ongoing

OTHER:

- **Network to support more plants, more sales, advertising**
- **Aid the trade—what do they need?**
- **Push what is already selling well**

GOAL:

Support small suppliers through regional and state partnerships

WHO: State

WHEN: Ongoing

OTHER:

- **Status of state survey?**
- **Update list of locals with available natives**



GOAL:

Engage “Big Boxes”

WHO: State

WHEN: Ongoing

OTHER:

- **Engage corporate members**
- **Engage big box suppliers**



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Engage “Big Boxes”

WHO: State

WHEN: Ongoing

OTHER:

- **Engage corporate members**
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GOAL:

Easy landscape designs/recipe cards for homeowners

WHO: TBD

WHEN: After better determining local availability



GOAL:

Host local environmental summit



WHO: HRPDC

WHEN: Next grant cycle

OTHER:

- **Native Plant Stakeholders**
- **All local Environmental Commissions**
- **Urban forest interests**

GOAL:

Increased, consistent coordination of native plant efforts within the region

WHO: TBD

WHEN: Next grant cycle

OTHER:

- **VNPS**
- **Master Gardeners/Naturalists**
- **NGOs**