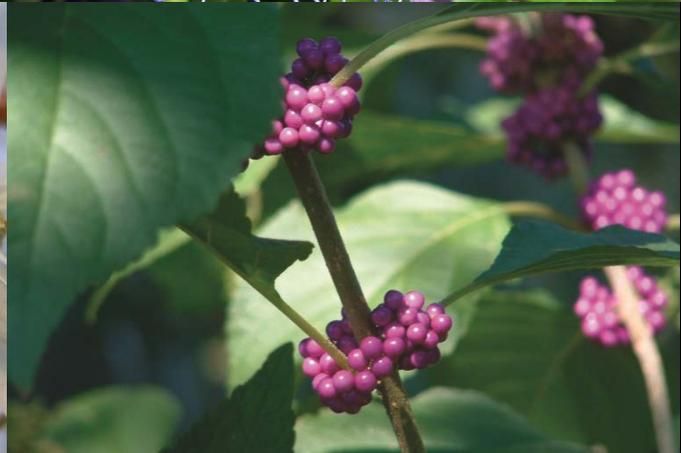
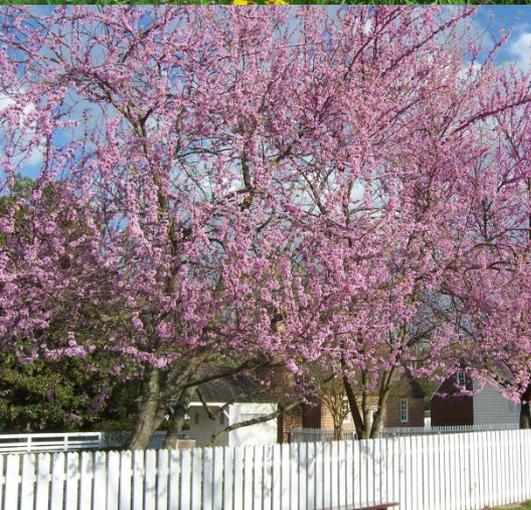
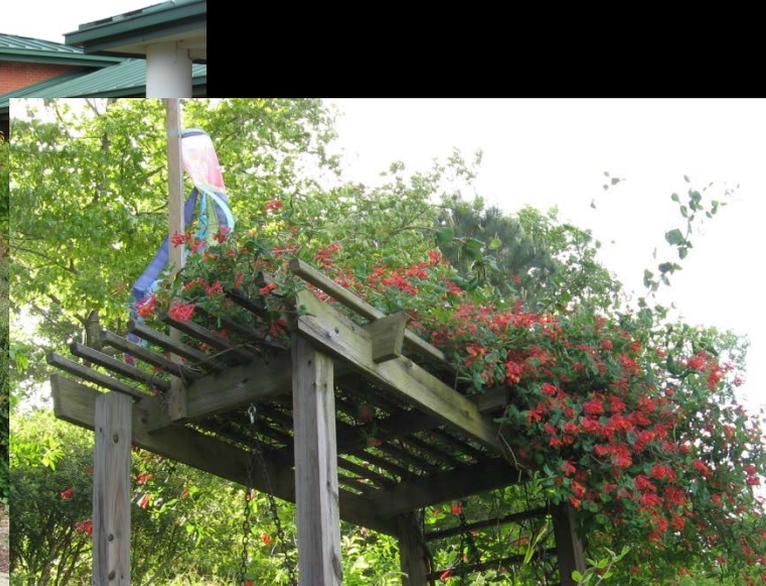


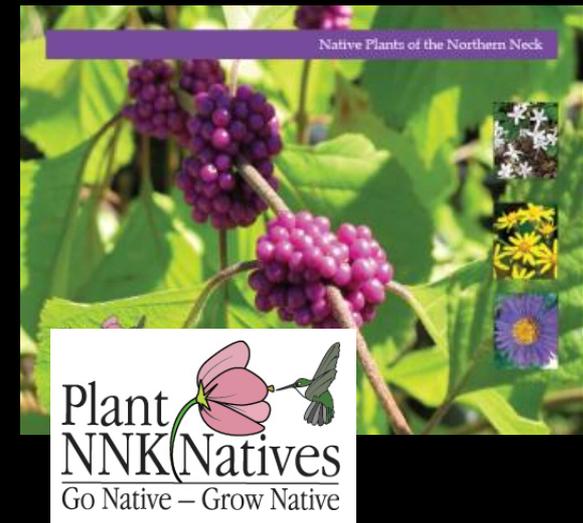
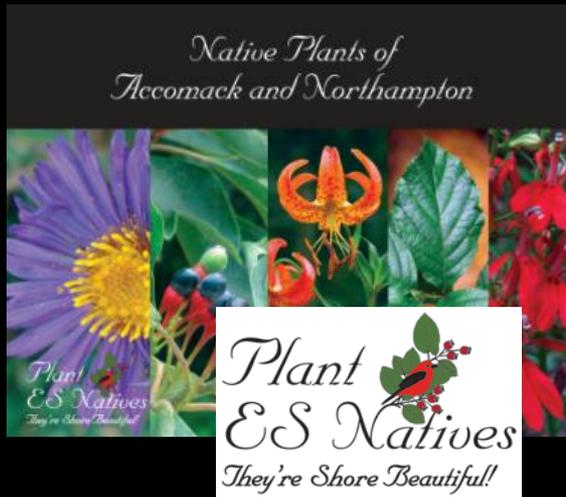


*Partnering to Increase  
the Availability and Use of Native Plants*





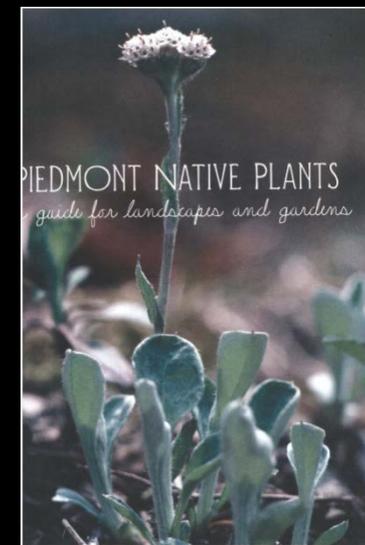
# Regional Marketing Campaigns



**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.





# 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

