

Biodiversity Initiatives Group

Horticulture Program Highlights

Calscape:

- Hired Calscape Product Manager, Jessica Woodard. Jessica comes to CNPS from East Bay MUD with a background in water conservation, native gardening (and Calscape!) advocacy, and managing contractors around software integrating several aspects of EBMUD internal and customer-facing web assets.
- Began Phase I development of Calscape overhaul
- Formed Calscape Committee; Vivian Neou and Kit Veerkamp representing chapters as well as bringing other expertise!

Chapter online plant sales:

- 9 Chapters hosted Spring sales, leading to \$56k in gross sales
- El Dorado, Shasta, Channel Islands, Sacramento Valley, Napa Valley, Marin, Willis Jepson, Redbud, Bristlecone
- Fall chapter sales season starting

Presentations:

- HIVE LA
- NatureHood Webinar Series:
 - May Naturehood Gardening: Native plants in the built environment- Approx 300 registrants, 355 YouTube views
 - June Naturehood Gardening: Gathering Plants and Creativity in the Garden- 409 registrants, 700 YouTube views
 - July Naturehood Gardening: Choosing Plants - 636 registrants, 823 YouTube views
 - August Naturehood Gardening: Plant Selection- 758 registrants, 926 YouTube views
 - September Naturehood Gardening: Gardening in Drought - 1041 registrants, 643 YouTube views (so far!)

Nursery Training:

- Nearly 200 industry professionals participated in the online training
- CNN Pro offering 8 CEUs
- Discussing next steps with CalWEP & MET as we get close to the limits of our current program

Landscaper Training:

- Finished the original pilot project with Theodore Payne Foundation
- Working with TPF on an MOU for expanding throughout the state

Long Beach Parkway Program:

- 100 households participating
- Extended the program through fall of 2021 in order to allow participants that couldn't participate in time, due to covid, to finish their installations

- Moved the in-person block parties to an online speaker series
- Discussing potential future programs with LBWD

CDFA Specialty Crop Block Grant:

- Project information is available at BloomCalifornia.org
- Promoting 11 types of California native crops
- 115 participating nurseries throughout the state
- Gathering baseline data and quarterly sales on the 11 types of crops
- Point of Sale materials being printed for nurseries
- Ann-Marie and Maya will be doing regional nursery meetings throughout the state
- Starting a speaker series for participating nurseries
- Gaining a better understanding of the industry, its challenges, and hopefully where we may support them

Spring Garden Tours:

- Using new Kuula 360 technology, showcased 14 native gardens during Native Plant Week, resulting in 41,809 engagements on our social media platforms
- We will be using this technology in future campaigns across CNPS

New Projects:

- Foundation for Sustainability and Innovation grant to do a broader parkways project for water districts
- Awarded Saratoga Horticulture Research Endowment grant to do another Calscape Garden Planner for eco-regional plantings in the Bay Area (e.g. oak woodland, coastal scrub, meadow); work to begin next quarter

Fire Followers:

- Around 55,000 observations to date
- Shifting most “challenges” from rewarding “most observations” to “most identifications;” reducing unidentified observation percentage for plants from ~25% to ~15%
- Exciting finds include new Sonoma population of Marin navarretia (*Navarretia rosulata*), two new native taxa (*Trianthema portulacastrum*, *Verbena bracteata*) in Napa, and several small (20-50 mi) range expansions of other native plants; following up with observers to collect herbarium specimens (probably next year for some)

Biodiversity:

- Attended and commented on topical workshops by CNRA on advancing 30x30: climate, biodiversity, conservation, and coastal waters
- Submitted overall/summary comment letter summarizing CNPS recommendations on advancing 30x30; signed on to several regional coalition letters as well
- Co-edited *Artemisia* journal issue on cryptic diversity
- Natural and Working Lands Climate Smart Strategy should be out for public review soon