

Biodiversity Initiatives Group

Horticulture Program Highlights

Calscape:

- Ready to release of RFP for Calscape overhaul Phase I, contact Jessica Woodard for more info

NatureHood Webinar Series:

- December - [Watering 101](#)
 - Registration: 1230 Total users: 591 Unique Views: 538
- January - [Wildflowers!](#)
 - Registration: 1556 Total users: 905 Unique Views: 802
- February - [Pruning 101](#)
 - Registration: 1344 Total users: 878 Unique Views: 779

Engagement & Outreach:

December - EBMUD LAC on Bloom and native plants

January - The Landscape Expo on designing with native plants
EBMUD presentation on parkways

February - Valley Water's Landscape Summit on Bloom and designing with native plants

Landscaper Training:

Theodore Payne Foundation's pilot project was extended and is now nearly complete. We are working with them to adjust one of the courses to make it more applicable statewide. We have an outline for our website and will be putting that together as well as looking for teachers. The goal is to have it available by late summer / early fall.

Nursery Training:

CNPS and CalWEP will be coordinating on updating the training and hosting it on a new platform. There will be an advisory council and the opportunity to add modules.

Eco-Regional Plant Lists:

CNPS recently received a grant to pilot regional plant lists in the Bay Area that not only prioritize horticultural value, but also reduce water use, support wildlife, and avoid harming wild plant populations. The final plant lists will be promoted through outreach and a Calscape-based Garden Planner featuring regional habitat types people can re-create in their yards using

firewise designs. Currently getting working group together to review and refine risk matrix and plant lists.

CDFA Specialty Crop Block Grant - Bloom! California:

We have campaigns that include #bloomyourlove from Valentine’s Day and bouquets for April’s native plant month.

The conference will include a horticulture track that will have a session on native plant production, sales, and marketing.

Q4 2021 Social Media Strategy

The *Bloom! California* campaign launched October 1, 2021. To celebrate the launch, California Native Plant Society posted an announcement (following up on anticipatory posts about the fall campaign launch that were sprinkled into social feeds over summer), and from there on posted 1x/week featuring each of the Bloom plants with imagery that outlines our main campaign messaging points for each plant: plant description + highlights, planting specs (“Know Before You Grow”), and where to find this type of plant. Concurrently, CNPS ran ads via Instagram and Facebook directing viewers to bloomcalifornia.org.

Marketing Analytics Overview

INSTAGRAM

Total Reach: 142,599

Total Engagements: 25,790

Total Comments: 172

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Average Reach per post: 11,883

Average Engagements per post: 2,149

Average Comments per post: 14

FACEBOOK

Total Reach: 46,020

Total Reactions: 1,191

Total Comments: 130

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Average Reach per post: 3,835

Average Likes per post: 99

Average Comments per post: 11

TWITTER

Total Likes: 163

Total Retweets: 24

Total Replies: 10

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Average Likes per post: 14

Average Retweets per post: 2

Average Replies per post: 1

ADS

Ads Run:

\$ spent:

Total Reach:

Total Engagements:

Total Comments:

WEBSITE

Total page view: 25,658

Total visitors: 18,011

Unique visitors: 8,401

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Avg views per user: 24.3

“Reach”: the amount of user feeds a post shows up on.

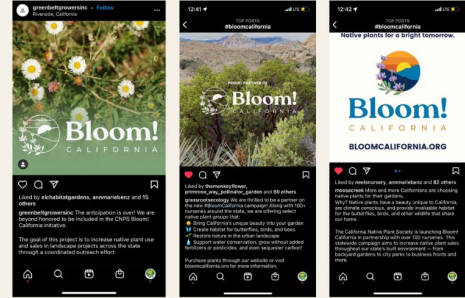
“Engagement”: the amount of likes, plays, comments, shares, saves, etc. on a post.

“Like”: the double-tap or heart feature that shows a user’s appreciation of a post.

“Comment”: the message a user can leave on a post.

“Retweet”: sharing on Twitter.

Partner Marketing in Action



Nursery Collateral QR Code Scans = 678

# of Plants Sold				
Baseline All Nurseries				
Annual	Annual	Annual	Annual	% Change
2018	2019	2020	2021	2020-2021 Annual
330,438	252,251	275,807	520,007	189%

Tracking of Bloom plants sold by nursery partners that had historic sales data.

Fire Followers:

- Over 72,000 observations to date
- Continuing 2020 project and adding 2021 project with additional funding from Seaver Institute (initial funder)
- Starting “Spring Training” challenges to encourage observations of plant “teams” (families or genera) and short webinar series with identification coaching for some genera/families

Biodiversity:

- Commented on Pathways to 30x30 with coalition of groups as well as CNPS letter
- Hired Caroline Martorano as Restoration Senior Coordinator
- Wrapping up project to help BLM prioritize rare plants for monitoring and protection

- Initiating California Seed Strategy, similar to the [National Seed Strategy](#). CNPS and BLM have agreed on a list of stakeholders and will be inviting them to a kickoff meeting.
- Working with One Tam to update and design new metrics for vegetation-related land health as part of the Peak Health process
- Began coalition work to cosponsor bill banning non-agricultural neonicotinoid use
- Continuing to advocate for funding science priorities with CNRA and CDFA