

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: James City County

Program Title: Keep James City County Beautiful, A Framework for Public Participation: Wildflower Beautification Project

Program Category: Environment

CONTACT INFORMATION

Name: Dawn Oleksy

Title: Environmental Sustainability Coordinator

Department: General Services

Telephone: 757-259-5375 Website: jamescitycountyva.gov/kjccb

Email: dawn.oleksy@jamescitycountyva.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Jason Purse

Title: Assistant County Administrator

Signature: 



2019 VACO Achievement Award – Nomination Summary

Keep James City County Beautiful, a Framework for Public Participation: Wildflower Beautification Project

Executive Summary

James City County (JCC) is known for its world-renowned history, outstanding quality of life, beautiful natural features, and expansive cultural offerings. It is attractive as a tourist destination, a college community, and has seen a high-growth rate for retirees and young families alike over the past 20 years. All these components bring a variety of skills and backgrounds with a shared desire to protect James City County's unique community character and strategically purpose our environment to ensure that its excellence is maintained for generations to come.

On May 1, 2017 Keep James City County Beautiful (KJCCB), a Keep America Beautiful Affiliate, was created through the James City County General Services Department and the James City Clean County Commission to provide an expansive framework for collaborative community projects that would address litter prevention, recycling, and beautification throughout the County. Simultaneously, the Board-Adopted James City County 2035 Strategic Plan was launched promoting such operational initiatives as “Increased Public Participation”, “Protected Community Character” and “Fiscally Efficient Government”.

Through a series of stakeholder meetings, the beautification of our roadsides, reducing grounds maintenance, and addressing problems associated with the accumulation of litter were identified as high priority. Medians and roadsides tend to collect litter, which leads to poor water quality, soil erosion, and unfortunately litter attracts more litter. Roadside litter is also visually disappointing and negatively impacts the viewshed, which is especially important for a high-profile tourist destination such as Jamestown and the Greater Williamsburg Area.

In the Spring of 2018, the KJCCB Beautification Subcommittee launched the Wildflower Beautification Project, which was replicated in the Fall of 2018 and again at a new location in the Spring of 2019. The success of this project leads it to serve as a model for future community-based initiatives supported by the JCC 2035 Strategic Plan through a collaborative process and collective vision that shapes our public realm in order to maximize shared values allowing citizens to feel intimately connected to the places in their lives.



2019 VACO Achievement Award – Nomination Summary

Keep James City County Beautiful, a Framework for Public Participation: Wildflower Beautification Project

The Challenge

James City County citizens enjoy a high quality of life and take pride in their community. Newcomers are attracted to the Greater Williamsburg Area for its local charm and environmental features. As a world-renowned tourist destination, it is important that the natural beauty is maintained to the highest standard as no one desires to vacation in an area that is visually disappointing. *All* have an expectation of stewardship and aesthetic excellence in all County-maintained properties including common areas and primary corridors.

Grooming roadsides and medians is a significant workload for the James City County Parks & Grounds Maintenance department. Collecting litter throughout these areas, mowing and edging, and maintaining landscaped areas is a fulltime job for several work crews. To make matters worse, the litter that collects on medians and roadsides leads to a degradation in environmental health, harm to wildlife, poor aesthetics and – unfortunately - more litter.



For over 40 years, there have been continuous efforts among James City County staff, civic organizations, partnering agencies, youth groups, and citizen volunteers to find solutions to this growing problem. The James City Clean County Commission has been holding the Annual Countywide Spring Cleanup for over 40 years. James City County General Services has contracted with the Virginia Department of Transportation (VDOT) for

*Keep James City County Beautiful, a Framework for Public Participation:
Wildflower Beautification Project*

additional litter collection and mowings. The JCC Stormwater & Resource Protection Department works closely with Capital Projects Engineers to ensure that environmental integrity is incorporated into all development projects on County-owned property. The James River Association, local Boy Scout troops, Adopt-a-Spot, Adopt-a-Park and Adopt-a-Highway volunteers among many others organize litter cleanups throughout the year. However, with budgetary constraints, limited staff, ongoing maintenance demands and a growing population it has become even more imperative to identify new and creative solutions to these challenges.

Additionally, James City County is home to many passionate and well-educated gardeners, conservationists, and naturalists who are all highly concerned about the dwindling supply of pollinator habitat. Many citizens have approached the County in recent years to ask what we are doing to help reverse this problem while offering their own expertise, organizational resources and volunteer time to assist.



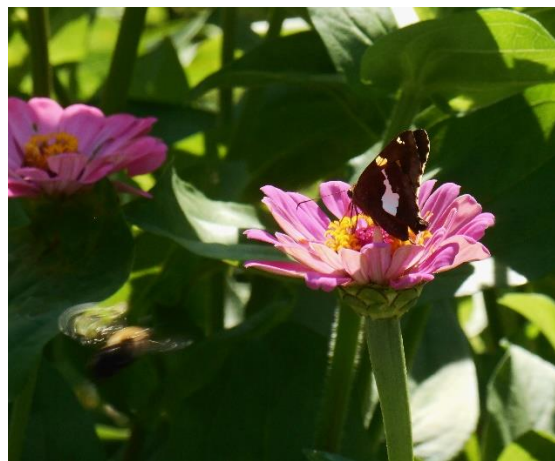
While each of these stakeholders offers their own unique solution to components of these challenges, bringing them together to formalize a holistic plan that is economically, socially and environmentally sustainable is the challenge.

***Keep James City County Beautiful, a Framework for Public Participation:
Wildflower Beautification Project***

The Solution: A Model for Partnering & Collaboration

After a series of KJCCB Beautification Subcommittee workgroups openly shared ideas for impactful projects that would enhance the County aesthetically, it was quickly agreed that roadside wildflower plantings would be the most effective project requiring the least resources, support, and administrative oversight.

All stakeholders agreed that this project could benefit the County as an innovative and preventative solution to the roadside litter problem with a campaign utilizing wildflowers to bring a near effortless beauty to the area, reduce roadside maintenance work orders, improve community pride, increase pollinator habitat, and to hopefully deter those who litter. Wildflowers can thrive in harsh environments, are resistant to insects and once established require no watering and no additional maintenance. There are also over 800 species of wildflowers that flourish in Virginia allowing this project to naturally support the ecosystem by providing nourishment to small birds and insects.



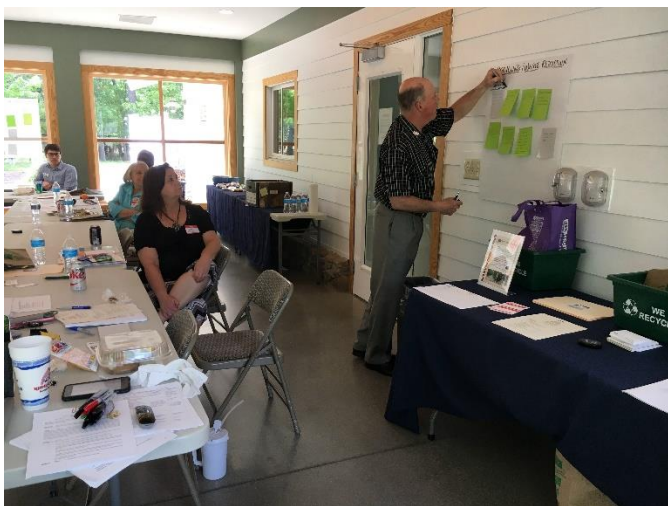
If the project was successful in a visible location with positive public feedback it would lend itself to additional projects similar in nature and showcase the County as “*leading by example*”. As a case study, this project could be easily replicated among homeowners, businesses and neighborhood organizations.



2019 VACO Achievement Award – Nomination Summary

Keep James City County Beautiful, a Framework for Public Participation: Wildflower Beautification Project

KJCCB partnered with VDOT, James City County/Williamsburg Master Gardeners, Historic Rivers Master Naturalists, JCC Parks and Recreation, the JCC Planning Department and JCC Grounds Maintenance to create and carry out an action plan. At the first planning meeting the facilitator gave each organizational representative an opportunity to share their personal motivations, project priorities, end goals and expertise.



After a productive roundtable discussion around a framework of focus areas the following conclusions were drawn:

A. Benefits of wildflowers to roadsides and medians:

- Eliminate mowing
- Erosion control
- Pollinators
- Beautification
- Volunteer participation

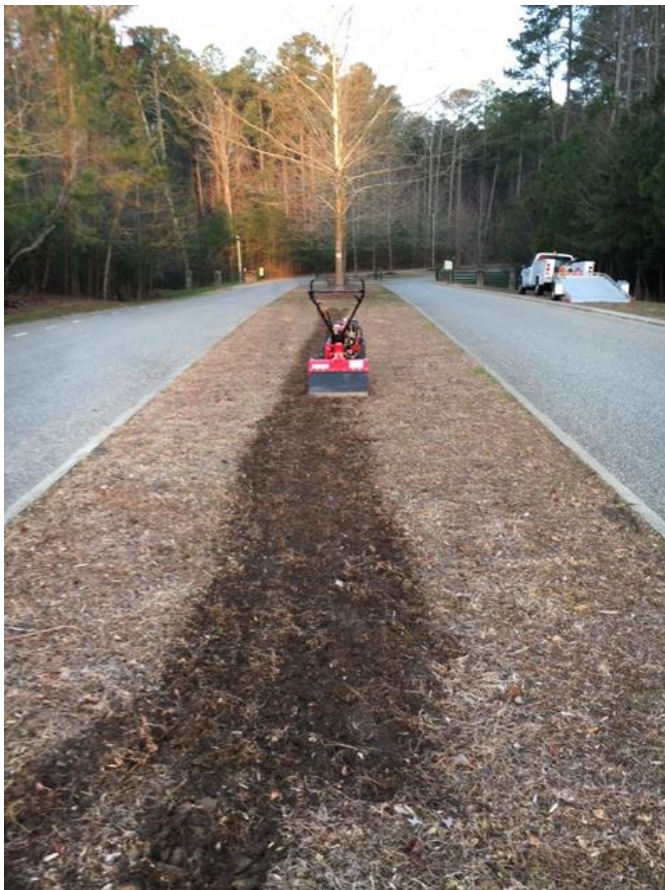
***Keep James City County Beautiful, a Framework for Public Participation:
Wildflower Beautification Project***

B. Potential obstacles:

- Funding for soil amendments and seed
- Time for soil preparation
- Seasonal timing coordination for site work
- VDOT permitting
- Historical sites accuracy / limitations

C. Potential locations:

- Freedom Park entrance, median, and field near cemetery
- Chickahominy Riverfront Park entrance, Capital Trail & septic field
- Rt. 199 entrances to the County
- Upper County Park
- Jamestown Beach & Event Park
- Warhill fields (currently have erosion problems near the stadium)
- Hornsby Middle School (main parking lot in rear)



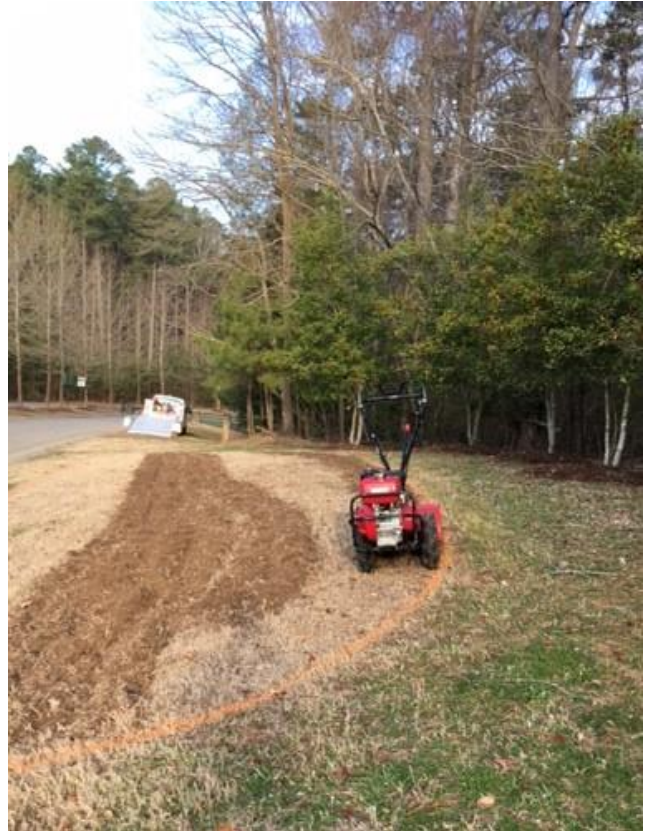
SPRING 2018 PHASE I PLAN OF ACTION:

- A. Walk the site:
 - i. Identify the proposed planting area
 - ii. Assess conditions
 - iii. Site to be measured and marked
- B. P&R to work with Planning to draft test plot map
- C. Get all approvals for site plan
- D. Spray nonselective herbicide on the entire area (week of 2/26)
- E. Once the area is completely void of growth
Grounds will order lime and compost
- F. General Services will till the products
- G. Volunteers will sow the seed (week of 4/15)
- H. Volunteers will assist with ongoing weed control

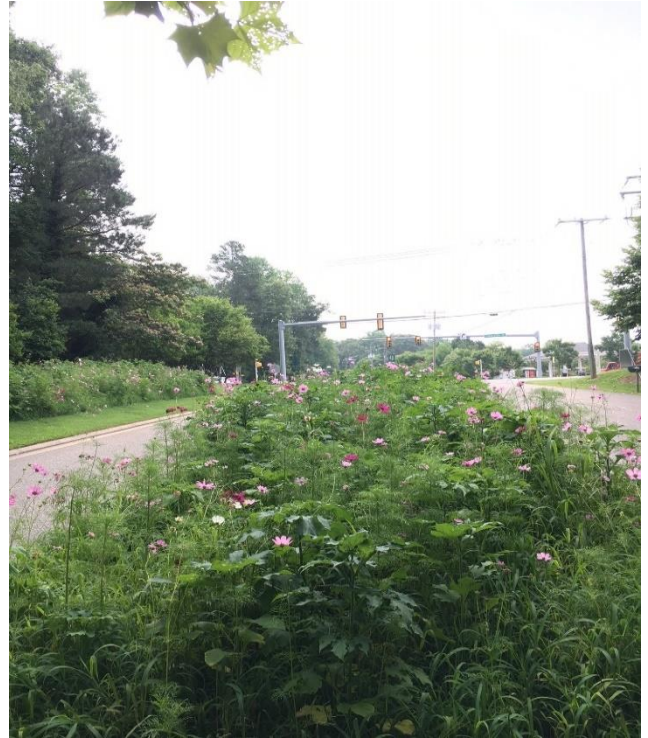


2019 VACO Achievement Award – Nomination Summary

Keep James City County Beautiful, a Framework for Public Participation: Wildflower Beautification Project



*Keep James City County Beautiful, a Framework for Public Participation:
Wildflower Beautification Project*



The work was completed seamlessly and the wildflowers were stunning. The County received an abundance of positive feedback and the stakeholder subcommittee met again in August to assess the success of the Spring planting, discuss lessons learned:

- Ongoing maintenance required- herbicide for grass, curbing and general weeding
- Use hedge trimmers to cut back in layers and it will infiltrate; outer edges can be cut back
- After Fall, reseed existing seed we can see what is dominant and talk about what we would focus on next
- Goldfinches are spreading seed
- Create another test plot to start over w/ a fall planting and see what takes
- Leave a section to not reseed so we can see what happens (cut back but don't reseed)
- Fall reseeding: Annuals will have to be reseeded; cut back in fall after all dried out and reseed.
- End Goal: Minimize maintenance and maximize aesthetic and wildlife /environmental benefit
- Project success: species are self-supporting/ sustaining/ pollinators/ provide ongoing soil stabilization
- Perennials generally return after 2 seasons but if overplanted will get overtaken by weeds within 5 years.
- Weeds are the biggest challenge, so we need to carefully consider weed control.
- We need to find a proven mix, but the quality of the seeds does make a big difference
- Annuals reseed themselves and come back so this is an option
- The best time for planting is in the fall to allow germination before the first freeze
- Prescribed burns were discussed but it was agreed that this would have too many obstacles to implement.
- It is important not to sow the seed too deep
- Seed should be spread with play sand or clay-based material for best seed placement

*Keep James City County Beautiful, a Framework for Public Participation:
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- White clover seeds and mow pathways to create habitat and reduce mowing
- Cost of Freedom Park Planting:
 - \$100 on seeds (3,000 sf)
 - \$85 for 2 lbs.
 - Soil testing- \$30
 - Soil amendment (2,000 sf; 2 tons \$50)



This project brought the community together and gives a hands-on experience to participating volunteers, which emphasizes how important the role of stewardship is to any community. The pilot project was a success overall and took little time to see progress because the flowers require minimal maintenance. Although wild grasses did grow as well, the wildflowers stole the spotlight with their

eye-catching beauty and deterred litter in the area. With the lessons learned from the pilot project the County is well poised to pursue a larger roadside project as well as additional medians and park entrances.



***Keep James City County Beautiful, a Framework for Public Participation:
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JCC takes pride in leading by example, so a project summary handout was created outlining the steps involved in this project so that citizens, neighborhoods, businesses and other community organizations can create their own wildflower project.

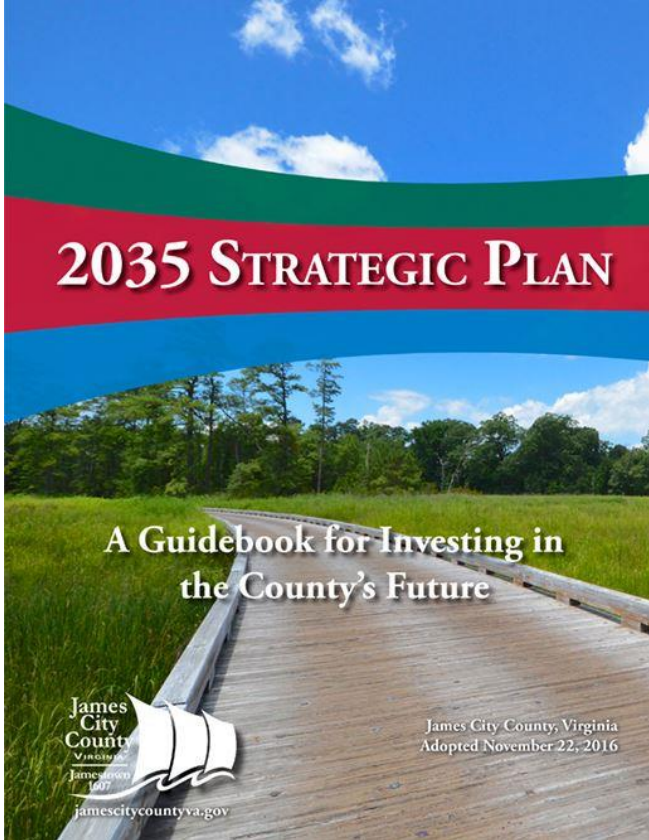


1. Identify the proper time of year for the Virginia wildflowers of your choice.
2. Choose an area that receives 6 hours or more of sunlight per day.
3. Prepare the soil by removing existing growth and debris.
4. Scatter seeds according to the directions on the packaging.
5. Compress the seeds into the soil by walking directly on top of the planting area, or by using a seed roller. Never bury or cover wildflower seeds with soil.
6. Water so that the soil is moist, not soaking wet, until the seedlings are 4-6" tall. After that, the seedlings will survive on natural rains.
7. Wait for growth and bloom and enjoy!



In conclusion, it is especially satisfying to tie a project like this to the County's Strategic Plan because it exemplifies that all the hard work that goes into long-term planning, when done correctly, will result in operational initiatives that reflect the true intentions of the community. This project specifically addressed the following components of 3 Strategic Plan Goals:

***Keep James City County Beautiful, a Framework for Public Participation:
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Goal #4: Protected Community Character, which includes initiatives that *Improve Environmental Quality, Promote Stewardship* and *Enhance Community Pride* and *Quality of Life* for our citizens and visitors alike.

Goal #5: Exceptional Public Services promotes *Public Participation* and *Neighborhoods through Partnerships* encourages ongoing campaigns to include and engage citizen volunteers for the long-term.

Goal #7: Fiscally Efficient Government prioritizes *Technical Efficiencies* and *Creative Fiscal Solutions to Infrastructure and Community Character Improvements* by collaborating with outside organizations and identifying cost-saving initiatives for creative funding mechanism



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KJCCB and its project subcommittees offers an ideal framework for public participation. Other campaigns that are being spearheaded by stakeholder workgroups include Parks Recycling Improvements, Community Waste Reduction, a Restaurant Straw-Free Campaign, and promotion of several strategies outlined in a recently passed ‘Zero Tolerance for Litter Resolution’. Success stories like this are inspirational for many reasons:



- Staffing limitations are supplemented by volunteers
- Donations of in-kind services and materials offset unfunded program costs
- Citizens feel invested in their community
- New relationships are fostered
- Projects are more meaningful and of a higher quality with the assistance of community experts

The KJCCB umbrella organization now has a database of over 300 community stakeholders collaborating on both short term and long campaigns. With our new framework for public participation there are endless possibilities for beautification, litter prevention, waste minimization and inspired placemaking to influence the physical, social, emotional and ecological health of individuals as well as the greater community.



***Keep James City County Beautiful, a Framework for Public Participation:
Wildflower Beautification Project***

Brief overview

Through efforts initiated by the James City County General Services Department, Keep James City County Beautiful (KJCCB) organized a group of local volunteers and County staff to initiate the Wildflower Beautification Project. The project was intended to beautify our roadsides, deter those who throw litter from their vehicles, reduce Grounds Maintenance requirements and improve the environmental quality of the area.

An Action Plan was organized by KJCCB and several volunteer groups including Master Naturalists, Parks and Recreation, the Planning Department and Grounds Maintenance to plant wildflowers native to Virginia. Stakeholders held several productive roundtable discussions to ensure the long-term viability of their efforts. The entrance of Freedom Park, one of the County's more popular parks, was targeted for the pilot project. County staff cleared the area of growth, tilled the soil, conducted soil tests, and laid down compost. Volunteers then sowed the seeds and controlled the weeds so the flowers could grow properly.

The successful results included less litter, reduced mowing requirements, improved erosion control, expanded pollinator habitat and increased volunteer participation in the community. The group learned valuable lessons through this pilot project and has already expanded their efforts in other locations. This model will be used for future community-based projects supported by the JCC Strategic Plan through a collaborative process that maximizes shared values allowing citizens to feel intimately connected to and proud of our beautiful County.





Wildflower Beautification Project

FUN FACTS:



Wildflowers help to:

- Reduce soil erosion
- Reduce maintenance
- Provide for pollinators
- Support the ecosystem
- Add to the beautification of an area



Wildflowers are able to thrive in harsh environments and are resistant to insects.



There are more than 6,000 species of wildflowers.



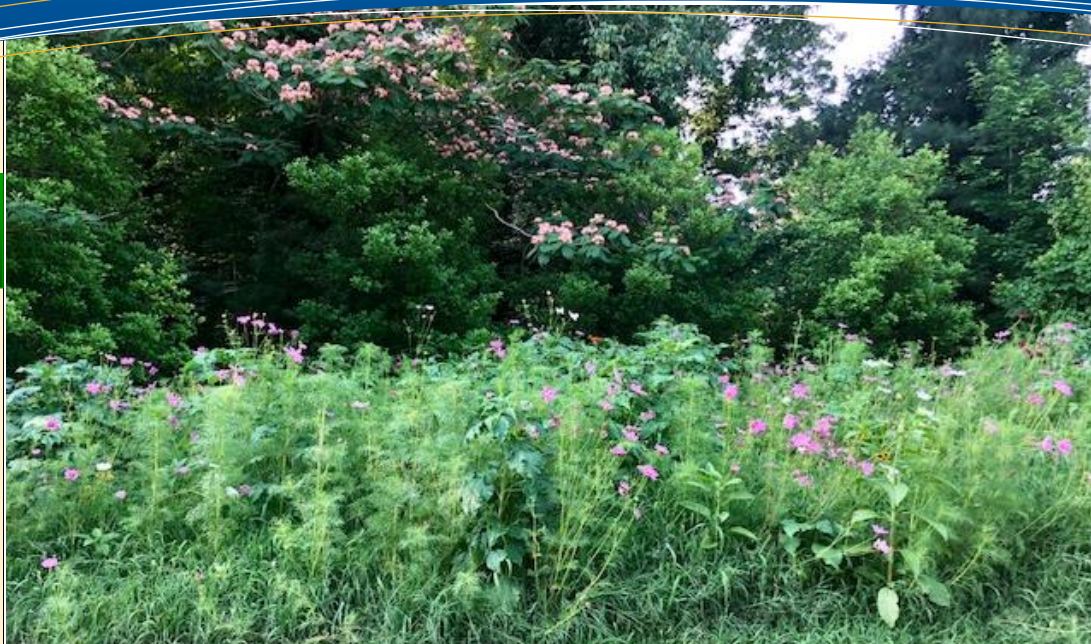
There are over 800 types of wildflowers that flourish in Virginia.



Established wildflowers require no watering and nearly no additional maintenance.



Some of the most common wildflowers are among the most ancient plants.



Freedom Park Pilot Project

Wildflowers are native flowers that flourish with little effort and are typically immune to harsh environments and pests. Keep James City County Beautiful (KJCCB) initiated a campaign utilizing wildflowers to bring a near effortless beauty to the area. Wildflowers are not only aesthetically appealing but also support the ecosystem by preventing soil erosion, stabilizing the soil, and providing nourishment to small birds and insects. Another benefit is that it can help deter littering.

Problem:

Medians on roads and highways tend to collect litter that is thrown out of passing vehicles. This can lead to pollution, poor soil quality and erosion. It is also visually unappealing and takes away from an otherwise pleasant area. KJCCB chose to target the median and entryway of Freedom Park in an effort to beautify the area.








Plan of Action:

County staff cleared the area of growth, tilled the soil, conducted soil tests, and augmented with compost before the seeds were planted. Volunteers sowed the seeds and controlled the weeds so the flowers could grow properly. Wildflowers native to Virginia were chosen to ensure they prospered with minimal effort or attention.



Do It Yourself!

Want to grow your own wildflower garden? Here's How!

-  Identify the proper time of year for the Virginia wildflowers of your choice.
-  Choose an area that receives 6 hours or more of sunlight.
-  Prep your soil by removing existing growth and debris.
-  Scatter seeds according to the directions on the packaging.
-  Compress the seeds into the soil by walking directly on top of the planting area, or by using a seed roller. Never bury or cover wildflower seeds with soil!
-  Water so that the soil is moist, not soaking wet, until the seedlings are about 4-6" tall. After that, the seedlings will survive on natural rains.
-  Wait for growth & blooms to appear in late spring through early fall (depending on the flower).

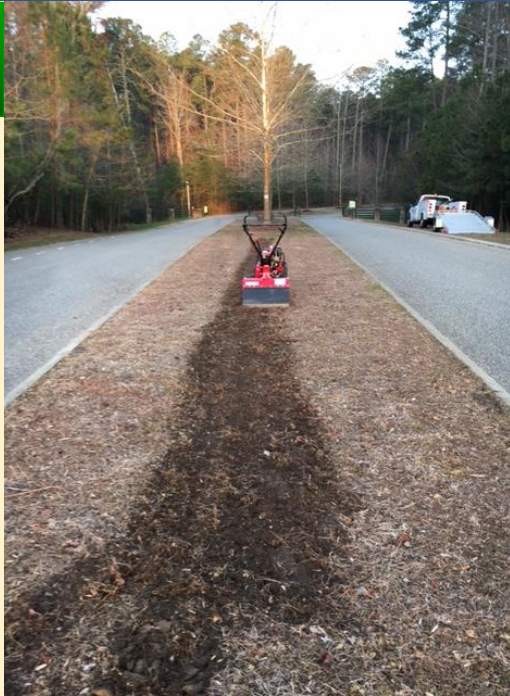
To get involved in other wildflower beautification projects please contact the Environmental Sustainability Coordinator at

(757) 259-5375 or

KJCCB@jamescitycountyva.gov

For more information about other local environmental initiatives, please visit

Jamescitycountyva.gov/KJCCB



Collaboration:

KJCCB partnered with Master Gardeners, Historic Rivers Master Naturalists, Parks and Recreation, the Planning Department and Grounds Maintenance to develop an action plan and bring beauty to the entrance of the park. All stakeholders were brought together to ensure the success in growing and cultivating the wildflowers native to Virginia.

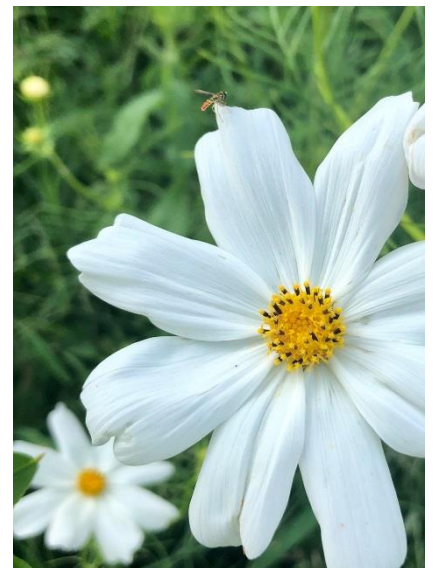
Expected Outcome:

The expected benefits of this project are reduced mowing of the area, soil erosion control, beautification, increased pollination, support of the ecosystem, and increased volunteer participation in the community.

Results & Lessons Learned:

Because the flowers require minimal maintenance, it took little effort and a short time to see progress. While Fall is typically a more successful planting season for a project like this, our pilot project was implemented as a trial. Lessons learned will be incorporated into Action Plans on future projects..

The pilot project was a success. Although wild grasses did grow as well, the wildflowers stole the spotlight with their eye-catching beauty. Weed control and seed quality have a notable impact on if and how the flowers grow. Moving forward, similar programs will be implemented to bring aesthetic appeal to areas around James City County such as medians, park entrances, and roadsides to increase beautification, deter littering, and spread the other countless benefits that planting wildflowers provides.



The Naturalist

THE MONTHLY NEWSLETTER
FROM THE HISTORIC RIVERS CHAPTER
VIRGINIA MASTER NATURALISTS



January 2019

Volume 14, Number 1

The President's Message

By Adrienne Frank

On January 10th, several members of HRC participated in two back-to-back meetings sponsored by James City County: The Clean County Commission and Keep JCC Beautiful. These are volunteer and staff groups that help to engage in community-based projects related to litter prevention, recycling education, and beautification. Since as Master Naturalists we are stewards, learning about and participating in these efforts is exciting and needed.

The Clean County Commission was established in 1979, as a coalition of local volunteers appointed by the Board of Supervisors. They are dedicated to promoting recycling, litter control, environmental education and beautification projects. The Clean County Commission meets every month on the first Thursday 5:30-7:00 p.m.

In 2017, JCC became an affiliate of Keep America Beautiful, and created the Keep

JCC Beautiful initiative, in association with the Clean County Commission. A small committee from our chapter has joined with KJCCB volunteers and staff to identify a site and plant a demonstration wildflower meadow. Our Annual Report provided a summary of our work planting wildflowers at the entrance to Freedom Park and the beginning of a new wildflower garden at Warhill Sports Complex. In our Annual Report to the VMN State Office, we highlighted our work with KJCCB (see content below).

Another off shoot of partnering with JCC is participation in the Virginia Adopt-a-Park program. The Adopt-a-Park program is a new initiative from the Virginia Department of Transportation State Adopt-a-Highway program. Thanks to our champion, Connie Reitz, for adopting the Powhatan Creek Park and Blueway as the first litter clean up site for our chapter.

This year, the Clean Commission volunteers will be out at a number of JCC Parks & Recreation Events talking about litter, recycling, and other topics. See calendar of events on explorejccva.com/calendar.aspx?CID=26. Our chapter's Outreach Chairs already have some of those same JCC events on our Volunteer Service Calendar. One example is on April 13, 2019 there will be a county-wide Clean-up Day. After the clean up, the commission will sponsor a picnic to thank volunteers. We'll need your help for this litter pick-up day!

Our Outreach team typically coordinates our participation at several JCC events, providing information about our chapter and conducting educational activities with children and adults. In June, the team may want to join in and have an activity at the Neighborhood Block Party at the Abram Frink Community Center.

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HRC Litter Baggers at Commerce Park, part of a group dedicated to keeping James City County Beautiful. Photo by Shirley Devan

Events like this may help our chapter to reach out to a greater diversity of local residents.

Here are some terms and activities you may already know:

Zero Tolerance for Litter Policy (JCC passed June 12, 2018) A handout is available that includes the resolution and litter guidelines.

askhrgreen.org A website for keeping a cleaner, greener Hampton Roads with ideas about clean communities, waterways, green education, recycling, landscaping, and more. It gives advice about actions that individuals and ways that groups of all types can get involved.

Reduce, Reuse, Recycle The Clean County Commission provides education about best how to reduce, reuse, and recycle. They support activities such as

an Annual Litter and Recycling Expo, and it gives out awards to Clean Businesses.

JCC supports a number of campaigns that strive to reuse, reduce, and recycle, including:

James City County Parks & Recreation Bottles in Blue Campaign

Recycle Rangers Campaign

Monitoring of Illegal Dumpsites Campaign

Reducing Straw Pollution Campaign

Litter Hotline Campaign, and more

Dawn Oleksy is the staff liaison to both the Clean Commission and KJCCB, and she has a tremendous amount of information about what our community and individuals can do to make our quality of life better. I am hoping to have Dawn come and present information at one of our General Meetings.



Chapter Board

Chapter Advisor	John Gresham
President	Adrienne Frank
Vice President, Programs	Linda Morse
Co-recording Secretaries	Sue Mutell, Connie Reitz
Treasurer	Barbara Neis
Membership	Renee Dallman
Volunteer Service Projects	Shirley Devan
Continuing Education	Jennifer Trevino
Basic Training	David Lunt, Janet Harper
Past President	Judy Jones
Historian	Keith Navia
Education & Outreach	Sherry Brubaker, Karen Grass
Publicity	Joni Carlson
Newsletter	Cindy Baker
Field Trip Coordinators	Maud Ann Wilson, Barb Bucklin
Host Committee	Randi Heise
Members-at-Large	Sharon Plocher, Gary Driscoll, Rick Brown, Alister Perkinson, Joe Beene
Webmaster	Jeanette Navia
Social Media	Sonny Bowers
Liaison to the State	Susan Powell



Witness Tree Photo by Judy Jones

(Legend has it that Pocahontas canoed by this tree)

A Letter from the Boss, Michele Prisby

Dear VMN Historic Rivers Chapter Board Members

Thank you so much for your 2018 annual report. It was extremely thorough; I felt that I got an in-depth understanding of all the projects you described. That's so helpful as Tiffany, Terri, and I use these reports to help tell the great stories of the impacts VMN volunteers are having in Virginia. I also like to use the report as a springboard for continuing dialogue about how things are going in your chapter. I've copied the current list of board members that we have, but please share this communication with any other chapter members who you believe should be included.

You all continue to be doing excellent work in your community that is clearly making a difference for natural resource conservation and education. The Eastern Meadowlark projects demonstrates well how a citizen science project can result in conservation outcomes (in this case, improvements in the mowing schedule for the habitat), especially when the volunteers are in communication with the land managers. And, your bat and butterfly projects both show how citizen science and environmental education can be woven together. I also commend you on achieving your goal to increase your stewardship activities. I think it is great to have those opportunities in the project mix in order to appeal to volunteers with different interests and to make a visible difference in your community. Nice work, everyone!

As in past years, I have taken the numbers and stories from your chapter's annual report and made them into an infographic. You can use this infographic on social media, share it with your partners and community leaders, and circulate it to your chapter members. I've attached it as a PNG image and a one-page PDF document, and you can also find an online version at create.piktochart.com/output/35486949-historic-rivers-2018-infographic. Please let me know if you need it in any other format.

Thank you for all you do, especially serving in leadership roles. All of the volunteers and your chapter as a group continue to be so impressive! Please let me know how we can best support you in your endeavors.

*Keep on volunteering!
Michelle*

"Keep James City County Beautiful" "Team Up 2 Clean Up" (AKA HRC Project S2e)

By Shirley Devan

One of our Chapter's goals for the past two years has been to increase the number of stewardship hours. Towards that end, in early 2018 Historic Rivers Chapter partnered with local James City County's "Keep James City County Beautiful" (KJCCB) effort to help make James City County more attractive and "wildlife friendly" by beautifying roadsides and other public areas and by picking up litter. Web site: jamestownva.gov/3577/Keep-James-City-County-Beautiful

The Chapter's primary contact at the County for this project was Dawn Oleksy, James City County's Environmental Sustainability Coordinator. The Chapter's Project Champion was Shirley Devan.

The Chapter worked with the County on two aspects of their "Keep James City County Beautiful" Campaign:

- "Wildflower Beautification Campaign"
- "Team Up 2 Clean Up" — Litter cleanup in support of the "Zero Tolerance for Litter Resolution" passed by the local Board of Supervisors in June 2018.

These two KJCCB efforts actually ended up being a cooperative project with JCC Parks and Recreation, the JCC General Services Landscape Team, and the JCC Planning Department.

WILDFLOWER BEAUTIFICATION CAMPAIGN

To support the campaign, the Chapter worked with James City County Parks and Recreation as well as the County's General Services Landscape Staff to target a high-visibility area to create a quick visual impact with colorful, pollinator-friendly native plants.

For the pilot project, the group agreed to plant the median and north side of the entrance to Freedom Park in the spring so that visitors would enjoy the color and the pollinators in summer. Historic Rivers Chapter, with advice from member Bill Vanzetta and county staff, purchased a seed mix and the county staff prepped and amended the soil in March. On April 11, Scott Brandt of James City County Landscape Team met with HRC members Bill Vanzetta, Adrienne Frank, Gary Driscole, and Shirley Devan to spread the wildflower and pollinator plant seeds in the two areas at the entrance to Freedom Park.

Shirley sent photos of butterflies she made who were attracted to the flowers at the entrance to Freedom Park over the summer. "These photos really are beautiful," said Ms. Oleksy. "My boss, Grace Boone, asked if we could get the higher resolution versions and have them made into prints for our office walls."

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**Eastern Swallowtail Dark Morph
at Freedom Park entrance**

Photo by Shirley Devan

PART 2, THE WILDFLOWER BEAUTIFICATION CAMPAIGN

KJCCB embarked on a second pilot project to create a wildflower garden to help reduce soil erosion, provide for pollinators, reduce mowing, and add to the beautification of an area that receives a lot of visitors.

In late summer, Historic Rivers Chapter, again joined forces with the KJCCB, the VA Native Plant Society, local garden clubs, James City County Parks and Recreation, Planning Department, and Landscape services, to choose a "high impact" area.

After considering several spots, the group chose an embankment at the Warhill Sports Complex near Wanner Stadium. This 9500 square foot area is visible from the soccer fields below the embankment. In September, County staff removed grass, added amendments to the soil, and prepared the area for the seeds.

A small committee of volunteers helped to choose the types of seeds and the Historic Rivers Chapter of Virginia Master Naturalists supported the purchase.

Early in October JCC Grounds staff spread the seed mix at Warhill Sports Complex. Examples of wildflowers include Black-eyed Susan, Butterfly Weed, Coreopsis, Wild Bergamot, Coneflower, Aster, and others.

In spring 2019 this high traffic area near ball fields will be alive with colorful, low maintenance wildflowers attracting pollinators, butterflies, and wildlife and deterring littering.

TEAM UP 2 CLEAN UP

The second part of our Chapter's support of "Keep James City County Beautiful" Campaign was the "Team Up 2 Clean Up" effort to support the County's "Zero Tolerance for Litter" policy passed by the County Board of Supervisors in June 2018.

As part of this campaign, Chapter volunteers signed up to participate in the 40th Annual Countywide Spring Cleanup in mid-April, coordinated with the Clean County Commission.

James City County cited several reasons for its emphasis on litter cleanup:

- A lot of litter moves into our streams, rivers, and eventually to the Bay
- Litter spoils the areas where we live and the open spaces we play in.
- Car batteries, tires, creosote pilings, etc., contaminate drinking water.
- Wildlife often mistake litter for food or prey.
- Litter is often an indicator of more major pollution issues.
- Studies have shown clear links between litter and crime rates. When an area is poorly maintained, criminal behavior often follows. On the flipside, litter-free environments are typically safer, and people tend to litter less in clean areas.
- Litter takes several decades to biodegrade.

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Hart Haynes, Les Lawrence, Judy Jones, Ginny Carey, Jennifer Trevino, Nancy Barnhart, Jan Lockwood, Sharon Plocher
Photo by Shirley Devan

Our Chapter embraced this stewardship project to reduce impact of litter on wildlife and to reduce runoff and the impact of litter on our waterways, among other reasons.

For the 40th Annual Spring Cleanup, James City Clean County Commission provided trash bags in advance and a location for free return of filled trash bags—Jolly Pond Transfer Station located at 1204 Jolly Pond Road.

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