



Plant More Plants Campaign Position Statement

This statement is geared toward potential *Plant More Plants* content contributors (i.e., guest bloggers) to ensure that the overall goals and positions of the campaign resonate with the contributor and align with the contributor's beliefs and personal position on bayscaping.

Plant More Plants, a personal stewardship campaign by the Chesapeake Bay Program, aims to encourage residential homeowners to take on behaviors that improve the health of the Chesapeake Bay by reducing the harmful effects of storm water runoff – the fastest growing source of pollution – from urban and suburban land. Homeowners in the Hampton Roads and Richmond areas of Virginia, the Washington D.C. metropolitan area, and Baltimore are encouraged to adopt conservation gardening and lawn care practices that ultimately mitigate harmful pollutants and improve the health of the Chesapeake Bay. In other words, we are encouraging them to “Plant More Plants”!

Our message to homeowners is simple and encourages a behavior they are already predisposed to do: *grow some good. Plant more plants.* Not only do plants make our yards more beautiful, but, because they also filter storm water runoff, the Chesapeake Bay becomes healthier and more beautiful too.

Where possible, *Plant More Plants* encourages consumers to plant native plants to help conserve the bay's natural resources. Plants native to the bay area are adapted to the region's soil, climate and pests, therefore requiring less water, fertilizer, pesticides and overall maintenance. Native plants are also the best source of food and shelter for wildlife. We understand that it may be necessary to incorporate non-natives into a landscape design, but our intent is to discourage use of invasive plants.

Please note that our campaign fully subscribes to the [Chesapeake Conservation Landscaping Council's](#) (CCLC's) “Conservation Landscaping Guidelines: The Eight Essential Elements of Conservation Landscaping.” These guidelines can be distilled down to the following:

1. Design to benefit the environment.
2. Use locally native plants.
3. Avoid and manage invasive plants.
4. Provide wildlife habitat.
5. Promote good air quality.
6. Conserve water/improve water quality.
7. Foster healthy soils.
8. Manage landscapes for sustainability.

If you feel that your own beliefs on conservation landscaping align with our overall mission and position, we would love for you to participate in the campaign as a guest blogger within the community section of our website! Let's “grow some good”!