



*Native Sweat Bee on Bolander Sunflower  
Photo: Kristina Lefever*

# POLLINATOR PROJECT ROGUE VALLEY (PPRV)

STRATEGIC PLAN SUMMARY  
2023-2024

Kristina taking out non-natives  
in office garden in 2017  
Photo: Anna Cassilly



## A MESSAGE FROM PPRV'S PRESIDENT, KRISTINA LEFEVER

Scenic vistas of orchards, farms, ranches, beautiful mountains and valleys full of wildflowers - we must be in Southern Oregon! Although, if you have lived here for more than a few years, you have seen the changes - open land giving way to places for human habitation, new businesses, city infrastructure, and more.

I like to believe that there is a reason, a way, and yes, a hope, that we as humans can help offset these changes for the long-term sustainability of this beautiful place where we live. My premise is that gardens, specifically pollinator gardens, are even more important now, because they provide not only a much needed respite for the remaining populations of pollinator species, but also a place for them to live, survive, and thrive in an ever shrinking larger landscape. It is becoming more and more apparent that gardens, spaces and "landscapes" can no longer serve only the interest of "us" - in fact, we must think about how our outdoor spaces can serve other creatures who live here, too, before it's too late.

Join me in this fascinating journey of discovery, applicable to right where we live. There are many resources to learn more about why and how to grow a native pollinator garden, or at the least, to add natives to your space, and help serve our native pollinators and the ecosystems that they support.

In Gratitude,  
*Kristina Lefever*



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Christine Freidel, Gardens and Office Coordinator, through Easter Seals Senior Service Employment Program  
Ethan Robison, Pollinator Educator and Outreach Specialist, through United Communities AmeriCorps

# THE ROLE OF NATIVE PLANTS & POLLINATORS

*Leafcutter Bee, Megachile sp.,  
a late summer native bee  
Photo: Kristina Lefever*

Did you savor a hot cup of coffee today, perhaps with some chocolate or vanilla extract while you watched your neighborhood birds flit to and for feeding their young? Was your dinner table resplendent with flowers and foods from your garden or the local market? Did you know that bumble bees and small native bees are the best pollinators of much of what we eat - from tomatoes to squash, blueberries to apples, carrots to onions, and more?



Of course, these local native pollinators, from bees to moths, have an interdependent relationship with the native plants with which they evolved, from lupines to oak trees.

***“If we were to wipe out insects alone on this planet, the rest of life and humanity with it would mostly disappear from the land within a few months.”***

~ E.O. Wilson, Ph.D. Pulitzer Prize-winning entomologist, ecologist, educator, science fellow

## **Our world exists because of pollinators:**

- They pollinate 75% of our food crop
- Their young larvae are the perfect nutritional blend to feed numerous species of growing baby birds
- Their pollination services are irreplaceable for 90% of all flowering plants in our world

Pollinator populations around the world are in serious decline. None are more threatened than native bees and butterflies, which are experiencing extinction rates as high as 10% with overall population declines of up to 45%. This situation is a call to action that Pollinator Project Rogue Valley is answering.

We add our unique voice to leverage the myriad opportunities to save and nurture the essential “little things” critical to life as we know it.

There are already bright spots such as the recent rebound in monarch populations and anecdotal reports of higher numbers of other butterfly species sighted in 2022. Our goal is to help support and grow such progress here in Southern Oregon for other pollinators as well.

# PPRV MISSION

Our mission is to inspire, engage, and educate about the ecological importance of native pollinator species and the diverse native plant communities essential for their survival - and ours. We are committed to the creation and restoration of pesticide-free pollinator corridors throughout the Rogue Valley.

# PPRV VALUES



This strategic plan provides an overview of our vision and goals for the future, as well as a way to align directors and other volunteers in communicating and pursuing our common mission and vision to our donors and clients. This plan is also an overview of our programs, providing the foundation to implement and evaluate PPRV's strategic planning effort as we continue to grow and develop our organizational structure (current and future). We plan to review this strategic roadmap on a semi-annual basis.

# OUR ORGANIZATION

Pollinator Project Rogue Valley (PPRV) fills a unique niche in our community. Now with five years of experience working in the community, we provide frequent educational and interactive opportunities for youth and adults focused on the topics of native pollinators, native plants, the native ecology they support, and the everyday actions people can take to support thriving native pollinator habitats in their yards and at local businesses.

**PPRV's goal is to increase the number and diversity of both native pollinators and native plants in our region's ecosystems.** With our location in downtown Phoenix, we are perfectly positioned to reach urban residents and businesses or organizations who might not otherwise learn about the importance and beauty of native plants and pollinators and to provide inspiration and resources for learning and action. It is important to reach this population for two critical reasons.

**First, we need to raise awareness of the importance of pollinators** so that as citizens and consumers, communities can make more informed choices that will benefit pollinators or at least mitigate negative effects. **Second, and highly related, our urban and suburban spaces too often feature lawns of imported turf, now the largest crop in the United States, even though turf is not on anyone's dinner table.** Lawns are "food deserts" for pollinators, often maintained with chemicals, using critical resources: water – more than 7 billion gallons every day in the U.S. alone – and gasoline to run mowers and blowers.

Our work benefits all Rogue Valley residents by improving agricultural output, combating climate change, decreasing water use, and restoring the land, all while increasing diversity and health of our urban and woodland spaces.

We serve people who want to purchase plants and seeds, as well as people with fewer resources wanting to install pollinator gardens on their properties, especially focusing on community members impacted by the Almeda Fire.

We do this from The Pollination Place in downtown Phoenix - our office, native plant garden, and propagation nursery. The Pollination Place also serves as a gathering place for people interested in learning about these topics and purchasing native plants or seeds, all supported by our loyal cadre of volunteers.



*PPRV volunteers planting seeds*



## DID YOU KNOW?

Nearly 75% of the world's crops and 90% of wild plants require pollination.

Native bees are more effective pollinators than non-native European honeybees - they don't "pack" pollen onto their bodies so are better at dispersing it onto flowers.

Pollinators in Southern Oregon: bees, wasps, ants, butterflies, beetles, hummingbirds and flies.

In addition to nectar from flowers, hummingbirds eat tiny insects, such as mosquitoes and gnats, as a protein source.

Wasps visit small flowers like yarrow to partake of the nectar, a carbohydrate, and eat insects (sometimes bees but also 'bad' bugs in our veggie garden) for protein.

Butterflies and moths are an important component of the food chain for birds, bats, and other insect-eating animals.

*Seeds are the result of pollination, compliments of our pollinators. Leave the seeds in your garden in the fall! They will grow more plants, feed the birds and wildlife, and create beautiful arrangements for your winter garden.*



# PPRV GOALS

## COMMUNITY EDUCATION

Provide regular and diverse education for adults and youth on the topics of native pollinators and native plants for our local ecology.

## GROWING GARDENS

Increase native plant availability and accessibility to expand pollinator habitat throughout the Rogue Valley.

## CORRIDOR STEWARDSHIP

Inspire and support community members to develop and steward pollinator corridors throughout the Rogue Valley. Support and highlight local conservation efforts working to protect important pollinator habitat on public and private lands.



# COMMUNITY EDUCATION

Provide regular and diverse education for adults and youth on the topics of native pollinators and native plants for our local ecology.

The **Community Education Program** was created to grow awareness of why and how to increase, protect, and steward native plants for native pollinators, and their importance now and into the future. Since 2017, PPRV has focused on native pollinator protection through community education, engagement and outreach, in-person and online presentations, social media, and special projects. In the third quarter 2022, with our first AmeriCorps member on board, PPRV began developing our Pollinator Pals program to create curricula to teach and engage children and teens in schools, afterschool programs, and other venues. At the same time, we are also expanding our adult education program, Habitat Academy, providing additional offerings of regular and ongoing classes, workshops, and citizen science projects focused on native plants, seeds, gardens, pollinators, and more.

Our community educational efforts differ from those of most other traditional environmental and conservation organizations in that we focus primarily on native pollinators and their habitat needs while serving the needs and interests of urban residents and their landscapes.

Our Demonstration Garden and Propagation Nursery in downtown Phoenix, although currently limited in size and scope, serve as educational and training venues for both adults and youth. To better serve our mission, we are beginning to explore options to obtain at least an acre of land

to expand our current garden and nursery, including space for a small education center for regular indoor and outdoor educational activities.

PPRV’s Native Pollinator Plant Garden Guide, developed and vetted by several horticulturalists, provides comprehensive information about the individual plants growing in our demonstration garden as well as the pollinators who depend upon them. This educational Guide is continually being updated as the garden changes. It is an informative introduction to the beauty and diversity of our native ecosystem, and also serves as a basis for additional materials we provide to the community, such as our From Fire to Flowers Pollinator Gardens booklets.

Art-based research and education will be utilized as much as possible to further engage students of all ages in learning about our local flora and fauna. Our 2022 The Rogue Valley Pollinator Anthology project is an example of how art can inspire and enhance community education around pollinators.



*Ethan Robison,  
leading a  
Pollinator Pals  
class.*

# GROWING GARDENS

Increase native plant availability and accessibility to expand pollinator habitat throughout the Rogue Valley.

**The Growing Gardens for Pollinators Program** propagates and cares for plants in our nursery and demonstration gardens, and also manages our annual plant sales and plant donations to the community. Beginning in 2020, this program has been increasing the number, diversity and accessibility of native plants in the Rogue Valley, especially in urban areas along the I-5 corridor. Working primarily with volunteers, we are propagating native plants from seeds, cuttings, and divisions from plants that grow in our demonstration gardens. Many of these plants are not readily available in local nurseries, but are critical to the existence of native pollinators. Seed from our gardens is packaged, labeled with cultivation requirements and plant data, and sold to the public, or donated to schools, community gardens, and other community locations.

In addition, our garden and nursery operations serve to educate both the public and volunteers by providing a venue for educational events, videos, tours, classroom activities, and ongoing citizen science projects, such as our periodic pollinator counts.

We are planning to expand our propagation nursery facilities, with the goal of increasing both the number and diversity of native plants and offering sales year round, providing another alternative for urban residents seeking to purchase native plants.

Currently, the primary retail sellers of native plants are Plant Oregon in Talent (primarily trees and shrubs), Shooting Star in Central Point (limited number of species), and White Oak Farm (primarily trees and shrubs) and Forest Farm (offers diverse choices), both in Williams. Klamath Siskiyou Native Seeds in the Applegate, Jackson County Master Gardeners Association, and Dry Earth Nursery in Jacksonville also offer native plants on an occasional basis. These sellers are located away from urban areas, and tend to specialize in certain types of native plants, e.g., flowering plants, shrubs and/or trees.

We are well-positioned to differentiate ourselves as the downtown option for native plant shopping, with our easy access for urban residents. As an additional income stream while increasing community collaboration, we would like to invite them to participate in this downtown venue.



*PPRV Demonstration  
Garden in front of office*

# CORRIDOR STEWARDSHIP

Inspire and support community members to develop and steward pollinator corridors throughout the Rogue Valley. Support and highlight local conservation efforts working to protect important pollinator habitat on public and private lands.

The **Corridor Stewardship Program** is designed to inspire and facilitate community creation of and care for pollinator habitat. The goal is to create corridors throughout urban and rural areas of the Rogue Valley and on into other parts of Jackson and Josephine Counties. Isolated pollinator gardens serve a purpose, but it is essential for native pollinator survival that they be in close enough proximity so that short-distance flyers, such as mason bees, can move between them easily for location of food and reproductive diversity.

Our *From Fire to Flowers Pollinator Gardens* and *Rogue Buzzway* programs are helping to identify potential new habitat locations and establishing connections between them, especially along key urban corridors in the Rogue Valley. The *From Fire to Flowers Pollinator Gardens* program is restoring land impacted by the Almeda Fire of 2020 by planting mostly-native pollinator gardens in urban yards. The *Buzzway* encourages private and public property owners to self-certify their property as pollinator-friendly, with the entire property delineated on our [online map](#). Expanding such corridors will support thriving pollinator populations and provide pollinator services for urban vegetable and flower gardens, as well as our agricultural growers.

PPRV Volunteers with a completed *From Fire to Flowers* Pollinator Garden

We will utilize the expertise and guidance of community members to encourage and advocate for the ongoing expansion of pollinator corridors in areas critical for connectivity to public lands, as well as support local conservation efforts to protect pollinator habitat in wildlands.

Tallulah Fattorusso  
Rogue Buzzway Intern  
2022-2023



# WE CAN'T DO WHAT WE DO WITHOUT OUR "POLLINTEERS"



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In Gratitude,  
*Pat, Kristina, Ellen & Arti*  
PPRV Board of Directors



Photo Credit: Annette Trujillo

## *People ~ Plants ~ Pollinators for the Planet*

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