



# Mobilizing Communities to Protect Pollinators

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**Laura Rost**

Bee City USA and Bee Campus USA Coordinator

# The Xerces Society

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Photo: Endangered Fender's blue butterfly (*Icaricia icarioides fenderi*) by Dana Ross

**Protecting the life that  
sustains us**

Since 1971, the Xerces Society  
has worked to protect wildlife  
through the conservation of  
invertebrates and their habitat.



# Plant Reproduction

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85%

of flowering  
plants require a  
pollinator to  
move pollen thus  
fertilize the  
flower



Photo: Mace Vaughan



# Plant Reproduction

1 in 3  
mouthfuls of food  
and drink we  
consume

>\$30  
billion  
value of crops in  
North America



Photo: Pixabay

# Pollinator Declines

Did you know? There are over 3,600 species of native bees in the US!

- Globally: Up to 40% of pollinator species may be at risk of extinction in the coming years.
- North America: More than a quarter of bumble bees species are in decline.



Photo: USGS Native Bee Inventory and Monitoring Lab



# Bee Campus USA Commitments

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Increase the  
availability of  
native flowering  
species



Provide  
appropriate  
nesting substrates



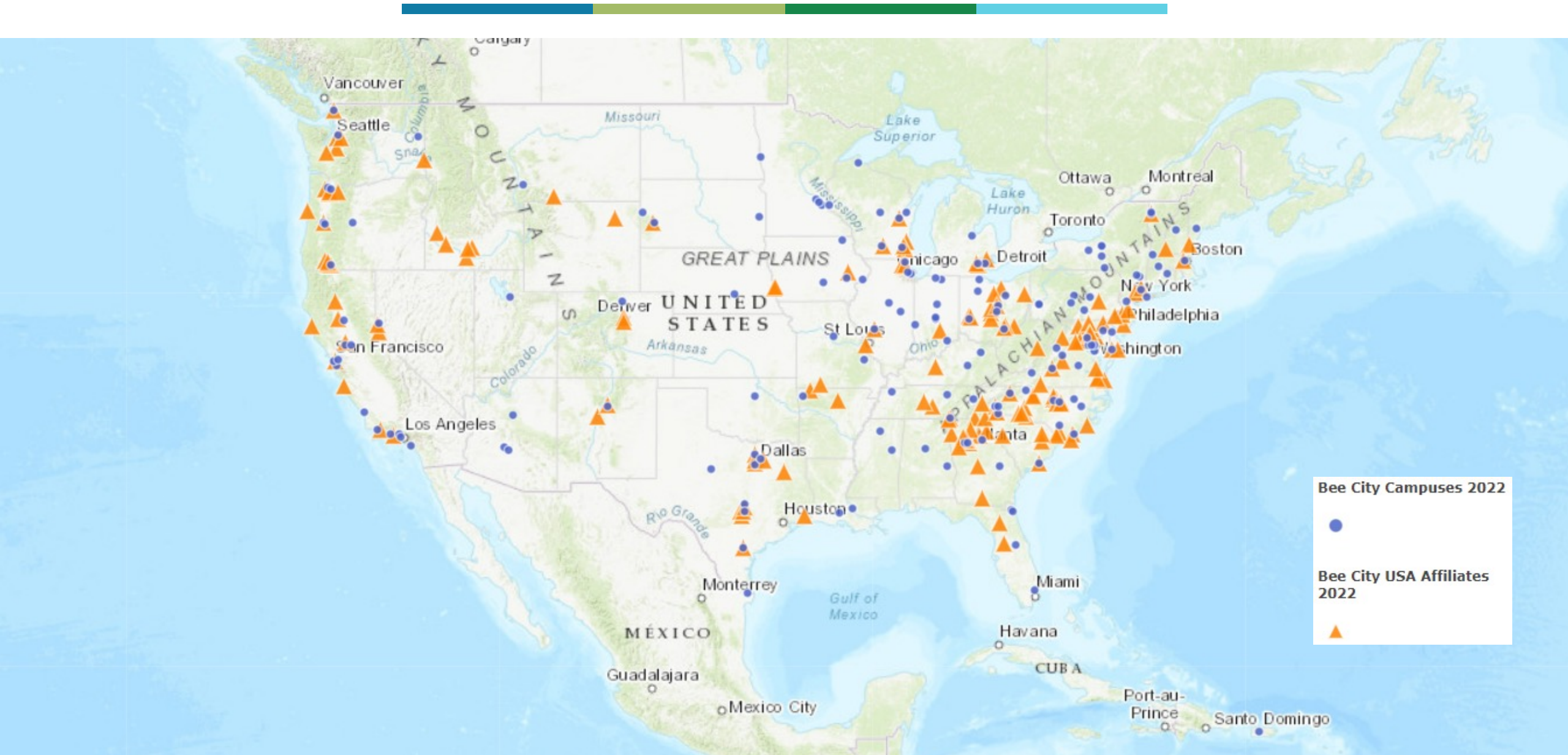
Find alternatives to  
harmful pesticides



Educate and  
spread awareness

Photos (L to R): Sara Morris, Sara Morris, Jennifer Hopwood, Rachel Dunham

# Bee City USA & Bee Campus USA Affiliates





# Bee City USA & Bee Campus USA Affiliates



170

Bee City USA Affiliates

152

Bee Campus USA  
Affiliates

322

Total City & Campus  
Affiliates

45

States, plus DC and  
Puerto Rico





# Bee City USA & Bee Campus USA Affiliates

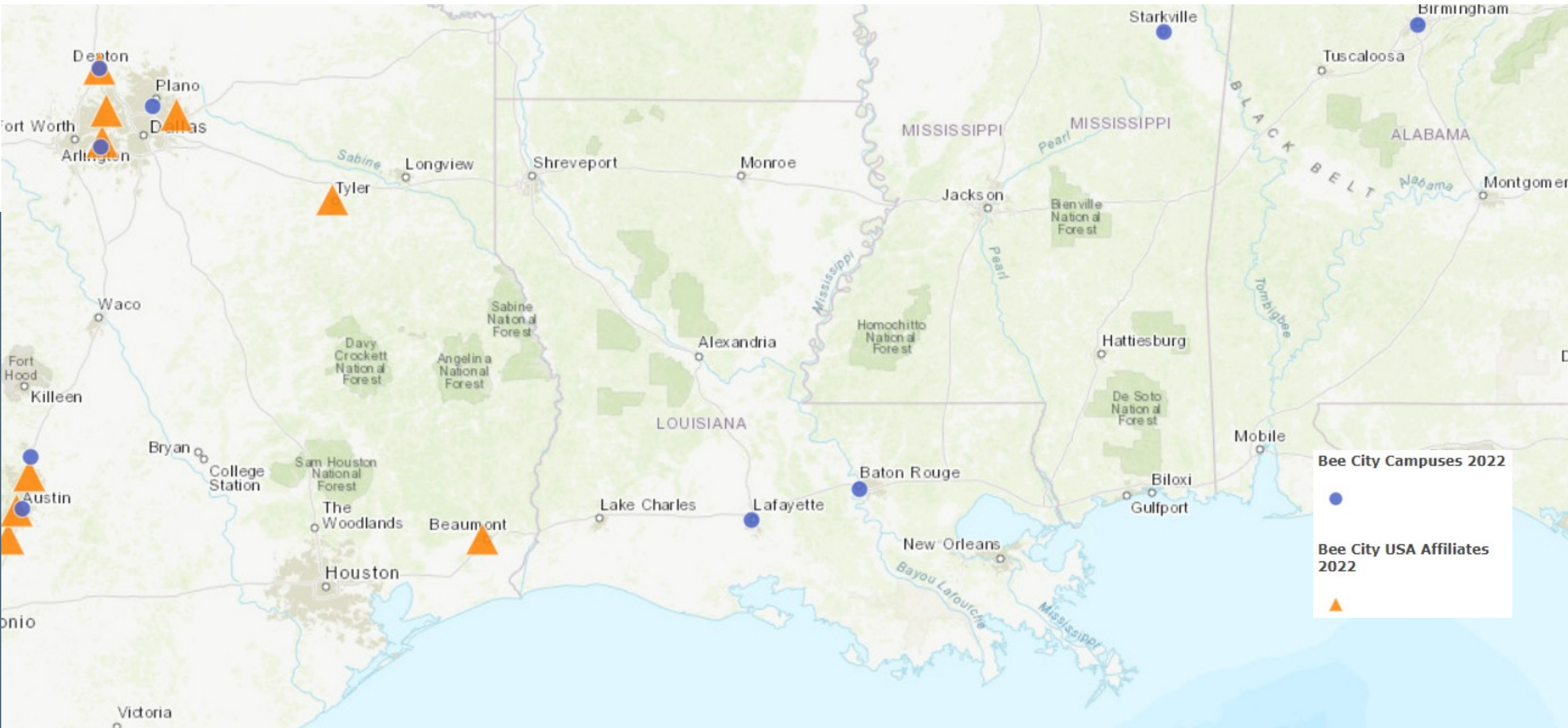






Photo: University of Vermont, Mark Starrett

# Direct Benefits to Affiliates

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- Mailed welcome package with pollinator conservation resources
- Access to an online affiliate portal
- Customizable logo and street sign artwork
- Access to training opportunities
- Promo kits for No Mow May, Earth Week, Leave the Leaves, and more
- Support from pollinator conservation and pesticide reduction experts
- Opportunities for free promotion





Photo: Bee City USA - Asheville

# Greater Benefits of Being a Bee Campus

- Help bees and other pollinators
- Community building
- Improve food production in community gardens and small farms
- Healthier campuses
- Support local businesses
- Become part of national network sharing ideas and support

# Promo and Outreach Kits

**Promo Kits:** Talking points, social media content, handouts, documentaries/webinars, draft letters/op-eds.

- Earth Week
- No Mow May
- Pollinator Week
- Leave the Leaves

**NEW! Pesticide Outreach Kit:** two presentations for affiliates to show, training webinar, how-to on public speaking, handouts.

POLLINATOR WEEK PROMO KIT FOR  
AFFILIATES: BEE DIVERSITY



LEAVE THE LEAVES PROMO KIT FOR AFFILIATES



PESTICIDE REDUCTION OUTREACH KIT FOR  
AFFILIATES







Credit: Tufts Pollinator Initiative

## 2 AASHE STARS Points

Bee Campus USA affiliation earns two Grounds Certification exemplary practice credit points in the Association for the Advancement of Sustainability in Higher Education (AASHE)'s Sustainability Tracking, Assessment & Rating System™ (STARS) system.

# The Campus Application Process

Application includes approval by highest official and committee to manage activities and an application fee

Commitments include habitat project and outreach event every year, IPM plan for campus

Pollinator education: In curriculum and/or continuing education and through service-learning

Complete annual renewal report and pay fee after first full calendar year is complete



# Bee Campus Committee

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Faculty

Staff

Admin

Students

# Bee Campus USA Commitments



Pay initial application and annual renewal fees.

## Fee Based on Enrollment

- <3000 (\$100)
- 3,000 - 5,000 (\$200)
- 5,001 - 10,000 (\$300)
- 10,001 - 20,000 (\$400)
- >20,000 (\$500)

# Bee Campus USA Commitments: Habitat

Create and enhance pollinator habitat on public and private land.





# Bee Campus USA Commitments: Reduce Pesticide Use

Campuses are required to adopt an IPM plan for grounds/landscaping.  
Schools conduct outreach and education campaigns.



Photos: Bee Campus USA – Agnes Scott College; Bee City USA - Decatur



# Bee Campus USA Commitments: Outreach & Education

Affiliates are amazingly creative: trivia nights, music, tabling, art, parades, social media, videos, apps, native plant giveaways, garden tours . . .



Photos: Hillsboro Bee City Committee; Beaumont Bee City Committee

**BEE CITY USA**  
AN INITIATIVE OF THE XERCES SOCIETY

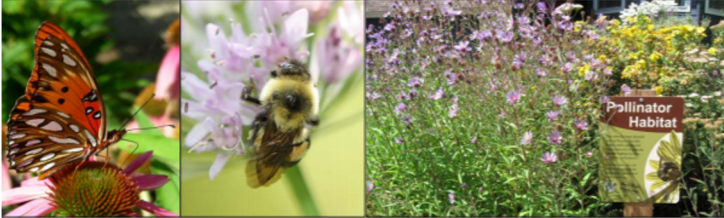
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# Bee Campus US Commitments: Integrated Pest Management (IPM) Plan

## The 3 Legged Stool: Prevention, Monitoring, Minimizing Pesticide Harm

SMARTER PEST MANAGEMENT

### Protecting Pollinators at Home



Towns and cities are home to numerous pollinators, including the gulf fritillary (left) and the endangered rusty patched bumble bee (middle). By creating healthy, diverse, pesticide-free habitat in your yard, not only are you enriching your own life, but you are helping prevent insect declines—and potentially, extinction. (Photos: (l) Dennis Krusac; (m) Xerces Society / Sarina Jepsen; (r) Matthew Shepherd.)

#### Making Your Yard a Safe Place for Pollinators

Making your home pollinator-friendly is easy and rewarding. Most of North America's native bee species only forage over a distance of a few hundred yards, so with a little planning, your yard can provide a safe space for bees and other pollinators to thrive. All you need to give them are flowering plants throughout the growing season, undisturbed places to nest, and protection from pesticides. This guide will help you with the last item, managing yard pests in a pollinator-friendly way.


#### Urban Settings Provide Key Habitat for At-Risk Pollinators

Around the world, bee and butterfly populations are experiencing declines. Twenty-eight percent of North American bumble bees and 19 percent of butterfly species in the United States are at risk of extinction. Residential areas provide important food and shelter for many of our threatened and endangered pollinators. By establishing pollinator habitat in your yard, you will be an active part of restoring species on the brink.

#### Provide for All the Needs of Pollinators

To ensure you can support the entire life cycle of bees and butterflies, consider the following ideas for your yard:

1. Select a range of native and regionally adapted plants with bloom times that overlap throughout the growing season to provide food for pollinators. Be sure to include plants that bloom early and late in the season.
2. Include butterfly larval host species for caterpillars to feed on. Consult Xerces' regional plant lists (available from [xerces.org](http://xerces.org)) to find recommendations for your area. For more detailed information, see *Gardening for Butterflies* (Timber Press, 2016).
3. Limit planting cultivated plant varieties, especially those bred for showy blooms. While often selected for


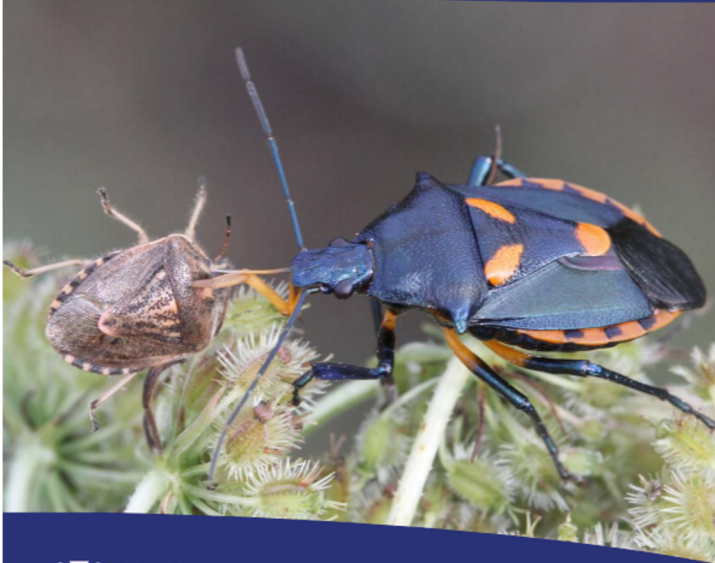


**XERCES SOCIETY**  
for Invertebrate Conservation

### Habitat Planning for Beneficial Insects

#### Guidelines for Conservation Biological Control

Jennifer Hopwood, Eric Lee-Mäder, Lora Morandin, Mace Vaughan, Claire Kremen, Jessa Kay Cruz, James Eckberg, Sarah Foltz Jordan, Kelly Gill, Thelma Heidel-Baker, and Sara Morris



**XERCES SOCIETY**  
for Invertebrate Conservation



### Integrated Pest Management Policy

*Ashland Parks and Recreation Commission (APRC)*

**Adopted by APRC on:**  
May 24, 2010  
**Revised on:**  
February 28, 2011  
June 27, 2011  
February 27, 2012  
April 22, 2013  
April 28, 2014  
May 22, 2017



# Bee Campus USA Commitments: Recommended Native Plant List & Vendor List

## POLLINATOR PLANTS

### Southeast Region



Marsh blazing star, wingstem, and butterfly milkweed

The Southeast Region encompasses Alabama, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee. Variation in topography, soils, and climate creates tremendous ecological diversity in the region. Wonderfully rich coastal marshes, longleaf pine communities, blackland prairie, mixed pine and deciduous forests, and riparian corridors provide diverse habitats from the Gulf and Atlantic Coasts to the Smokey, Blue Ridge, and Appalachian Mountains.

These habitats support a striking diversity of pollinators including specialist bees like the southeastern blueberry bee, squash bees, and hibiscus (or okra) bee; 18 bumble bee species; and thousands of other native bees, butterflies, flower flies, beetles, wasps, and moths. As a group, these pollinators maintain healthy, productive plant communities, provide food that sustains other wildlife, and play an essential role in crop production. Yet, ongoing declines in native plant communities threaten many pollinators in the region, including the Diana fritillary butterfly, Hesper's skipper, and Hessel's hairstreak.

Providing wildflower-rich habitat is the most significant action you can take to support pollinators. Adult bees, butterflies, and other pollinators require nectar and/or pollen as their primary food source. Female bees also collect pollen and nectar as food for their offspring. Native plants, which are adapted to local soils and climates, are usually the best sources of nectar and pollen for native pollinators. Incorporating native wildflowers, shrubs, and trees into any landscape promotes local biological diversity by providing shelter and

food for wildlife. Native plants are better adapted to regional climate cycles, do not need fertilizers, and are less likely to become weedy.

This guide features native plants that are highly attractive to pollinators and are well suited for small-scale plantings in gardens, on business and school campuses, in urban greenspaces, and in farm field borders. In addition to supporting native bees and honey bees, many of these plants attract nectar-seeking butterflies, moths, and hummingbirds, and some are host plants for butterfly and moth caterpillars. With few exceptions, these species occur broadly across the region and can be purchased as seed or transplants. Please consult regional Floras, the Biota of North America's North American Plant Atlas (<http://bonap.net/napa>), or the USDA's PLANTS database (<http://plants.usda.gov>) for details on species's distributions in your area.

Our **Bring Back the Pollinators** campaign is based on four principles:

1. **Grow** a variety of pollinator-friendly flowers;
2. **Protect and provide** bee nest sites and caterpillar host plants;
3. **Avoid** using pesticides, especially insecticides; and
4. **Spread** the word!

You can participate by taking the **Pollinator Protection Pledge** and registering your habitat on our nationwide map at: [www.bringbackthepollinators.org](http://www.bringbackthepollinators.org)



											
Bloom Period	Common Name	Scientific Name	Flower Color	Max. Height*	Water Needs	Notes	This list of pollinator plants for the Southeast Region was produced by the Xerces® Society. For more information about pollinator conservation, please visit <a href="http://www.xerces.org">www.xerces.org</a> .				
											
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# Bee Campus USA Commitments: Public Acknowledgment

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Publicly acknowledge Bee Campus USA affiliation with signs and an online presence



Photo: Newport News Bee City Committee

# Bee Campus USA Commitments: Report & Renewal Fee

Annually apply for renewal and report on last year's activities.

## Bee City USA - Tualatin Report on 2021

### Pollinator Habitat Creation & Enhancement

16 events were held in Tualatin in 2021 that enhanced pollinator habitat. 9 of those events were planting events where native trees shrubs and flowering herbaceous plants were installed. The remaining 7 events were site preparation for future plantings (invasive species removal) and restoration site follow up care (watering / invasive removal).



Put Down Roots in Tualatin



Put Down Roots in Tualatin

### Education & Outreach

Through the Put Down Roots in Tualatin program, the City prepared half-acre site for restoration at Jurgens Park. In October and November two planting events were held where 105 volunteers planted and mulched 900 native trees and pollinator friendly shrubs. Additionally Jurgens Park Community garden was planted and maintained by volunteers from June through September. In this garden herbs, flowers and vegetables were planted to create a pollinator friendly demonstration garden.

## Bee City USA - Wilsonville OR Report on 2021

### Pollinator Habitat Creation & Enhancement

In spring of 2021, a pollinator garden was installed in Memorial Park. The garden features four distinct gardens (i.e., patio, front porch, terrace, courtyard) of varying sizes. The gardens are intended to be examples of a pollinator-friendly garden which can be replicated throughout the community.



Patio example.



Terrace example.



Courtyard example.

### Education & Outreach

The City of Wilsonville offered four pollinator events in 2021, which included: 1. Trillium drive-thru (April 8, 2021) – free trillium plants provided to the public at this drive-thru event. 2. "Kiss the Ground" moving screening (April 15, 2021) – documentary about "regenerative agriculture," which advocates for reducing toxic pesticides and fertilizers. 3. Learn to Make a Bee Hotel (April 18, 2021) – virtual workshop on building bee hotels. 4. Wildlife Garden Making Class (November 6, 2021) – participants learned about creating wildlife and pollinator gardens. None of the events were hosted by the



# University of Georgia





# University of Georgia





# Signage





# Signage



# Signage



This area has been designated as a  
**GROW ZONE**

## WHY IS THE GRASS TALLER HERE?

By allowing the grass to grow naturally we are:

- Increasing habitat
- Promoting sustainable landscaping
- Reducing emissions
- Improving storm water run off
- Providing area for observation and learning



HOBART AND WILLIAM SMITH COLLEGES





# Free Resources

[xerces.org/pollinator-resource-center](https://xerces.org/pollinator-resource-center)  
(with regionally-specific resources)

[beecityusa.org/apply-to-bee-campus-usa/](https://beecityusa.org/apply-to-bee-campus-usa/)

## Pollinator Conservation Resources: Southeast Region



(Photo: Xerces Society / Ray Moranz)

Welcome to our Pollinator Conservation Resources for the Southeast Region! Here you'll find region-specific collections of publications, native seed vendors, and other resources to aid in planning, establishing, restoring, and maintaining pollinator habitat—as well as materials to help you learn about the species of invertebrates and native plants you might encounter. For more resources, see our [Publications Library](#) or learn about our [Pollinator Conservation Program](#).

[Click to return to the Pollinator Conservation Resource Center home page](#)



Pollinator-

Pollinator-Friendl  
INTERNATIONAL POLLINATOR  
POLLINATOR FRIENDLY  
POLLINATOR FRIENDLY

## APPLICATION RESOURCES



### Bee Campus USA PU

- ✓ Brochure
- ✓ Bookmark

### Application Preview

This is meant to give you a preview of the application please scroll down and view the online portal.

- ✓ Word
- ✓ PDF

Bee Campus USA Pr

# Questions?

BeeCityUSA.org  
laura.rost@xerces.org



Photo: Jackie Morgan, Norcross Bee City Committee