

Route One Corridor

POLLINATOR CORRIDOR ACTION PLAN

BACKGROUND

Pollinators play a crucial role in our ecosystems. Ninety percent of all plants rely on pollinators to produce seeds for the following year; and, 35% of the world's crops, valued at \$216 billion annually, depend on pollination. Yet, habitat loss, pesticide exposure and climate change are threatening pollinators.

As issues of invasive species, pollution, habitat loss, and climate change escalate the threat to pollinators, the Route One Corridor communities are positioned to take action locally. This work has already started in many of the participating municipalities. There is Brentwood's Pollinator Fest and Garden; Cottage City's pollinator-friendly Community Garden; Edmonston's pollinator



Pollinator Garden, Edmonston

HIGHLIGHTS

MEMBERS

- City of College Park
- City of Greenbelt
- City of Hyattsville
- City of Mount Rainier
- Town of Berwyn Heights
- Town of Bladensburg
- Town of Brentwood
- Town of Colmar Manor
- Town of Cottage City
- Town of North Brentwood
- Town of Riverdale Park
- Town of University Park

POPULATION

~ 104,665

PARTNERS

- Sustainable Maryland
- Environmental Finance Center



habitat in recycled tires at the middle school; Hyattsville's food forests; Riverdale Park's insect hotel; College Park's Bee City certification and pollinator bingo game; and Greenbelt's Bee City certification and pollinator friendly forest. Understanding that pollinators do not recognize jurisdictional boundaries, the Route One Corridor communities are seeking a strategic and intentional coordination of pollinator efforts across the communities to establish a Route One Pollinator Corridor which will yield even greater impact.

In 2021 the Environmental Finance Center (EFC) at the University of Maryland and its Sustainable Maryland program worked with the communities of Prince George's County's Route One Corridor on collaborative approaches to water resource management and improved resilience. Over the course of a year, the EFC project team led the communities through a process of identifying and prioritizing shared areas of need, strategies for enhancing collective action, and opportunities for developing project partners.

The aim of the Route One Pollinator Corridor Action Plan is to provide an initial framework for coordinating municipal efforts along Route One in Prince George's County to address the collective interest in improving community resilience through expanded pollinator habitat. Establishing a Route One Pollinator Corridor would not only expand habitat but connect

A Pollinator Corridor creates a pathway of contiguous habitat and forage opportunities for vulnerable native species. This can include small pollinator habitats, like roadside flower beds and home gardens, that connect with the bigger habitats such as parks and meadows. The 15 linear miles connecting the 14 Route One Corridor municipalities offer ample opportunity for expanding, enhancing and connecting pollinator habitat.



Emerson Street Food Forest, City of Hyattsville

existing habitat hubs with corridors that facilitate migration and movement between isolated populations that improves genetic diversity and leads to more resilient pollinators. Specifically, the plan provides recommendations for leveraging relationships with neighboring municipalities to access resources, exchange ideas, and collectively address shared opportunities to establish new pollinator plantings and enhance and better connect existing pollinator sites.

The Pollinator Corridor Action Plan is an element of the Route One Corridor communities' overarching effort to adopt a cooperative approach to working across jurisdictions on a number of sustainability initiatives to reduce redundancies, through shared efforts and peer exchange, and avoid unintended consequences by coordinating implementation.



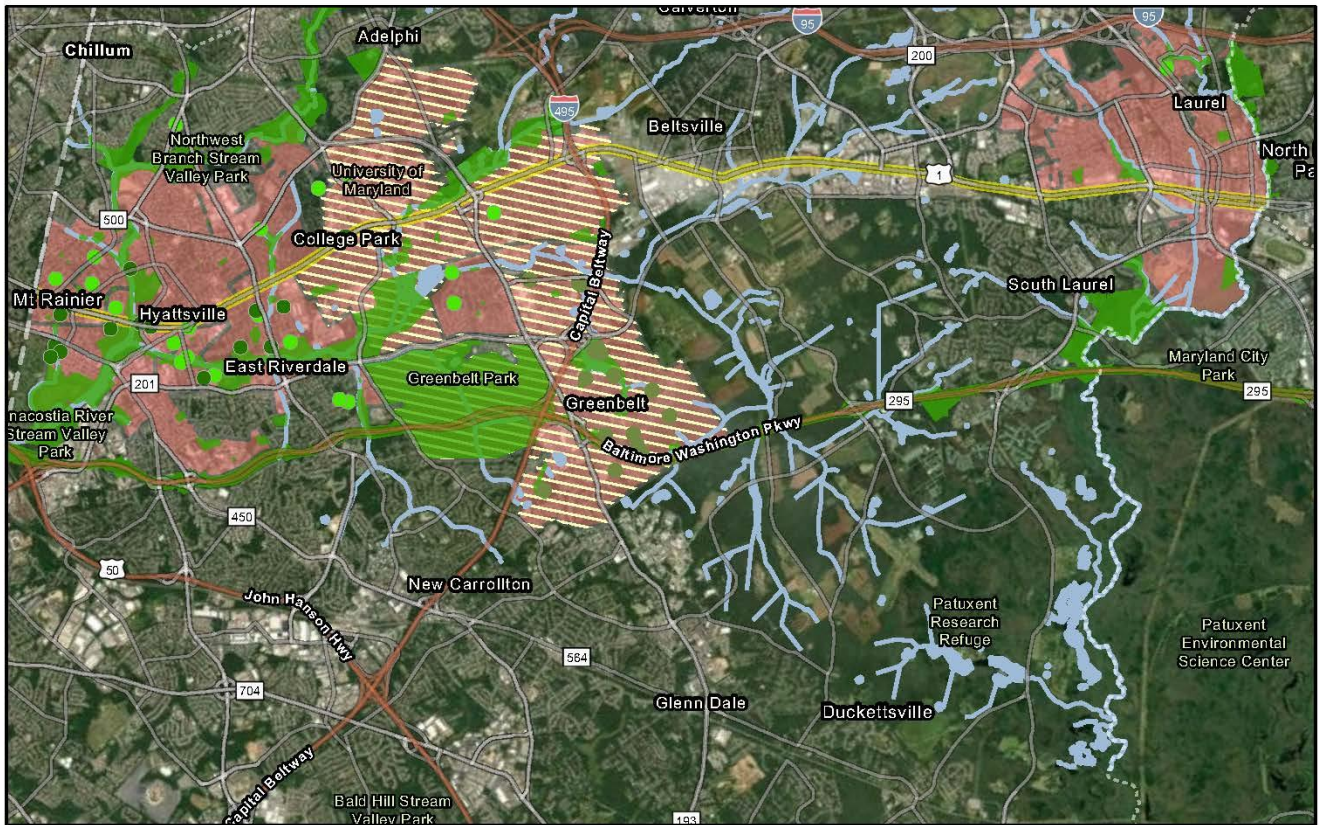
Pollinator Corridor on Connecticut Avenue NW, D.C.

U.S. Route One in Prince George's County weaves through diverse cities and towns, widening and narrowing through densely populated residential areas and highly traversed suburban and commercial areas, passing industrial and agricultural areas, and connecting major highways. While Route One has lost its significance as a long-distance route through the state, it remains a major route in the individual towns it traverses and provides an opportunity for connectivity and cooperation. This Route One Corridor collective was formed as a partnership among 12 communities working together to implement regional sustainability efforts in the urbanized area along the U.S. Route One highway in Prince George's County.

OPPORTUNITY HOTSPOTS

Over the course of a series of convenings, the Route One Corridor communities shared and discussed where existing and potential pollinator habitat was located. These “Hot Spots” were mapped using GIS to identify areas where there was potential for a shared and intentional approach to building upon this network of plantings and open space and expanding pollinator opportunities.

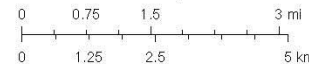
Rt1_PollinatorPoints



3/13/2022

- Current pollinator-friendly area
- Potential for pollinator-designated space
- Pollinator Corridor_WFL1 - Protected Areas
- Pollinator Corridor_WFL1 - Rt1_LinearWater_projected
- Pollinator Corridor_WFL1 - Rt1
- Pollinator Corridor_WFL1 - Rt1_AreaWater_projected
- Pollinator Corridor_WFL1 - BeeCities
- Pollinator Corridor_WFL1 - PG Municipal Boundary

1:116,471



M-NCPCC, VITA, Esri, HERE, Garmin, SafeGraph, METINASA, USGS

COLLABORATION OPPORTUNITIES & SUGGESTED ACTION STEPS

This process pinpointed a number of shared challenges the Route One Corridor communities were grappling with, and in turn the EFC identified action steps designed to collaboratively advance solutions, which are detailed here.

Continue Organizing Multi-Municipal Collective Action

It was widely agreed that the dialogue to date on these issues was valuable and that there is interest in continuing the conversation. To ensure ongoing collaboration, the Route One Corridor communities should consider organizing a more formal consortium or member-driven network, with an agreed upon meeting frequency, location, format, and decision-making process. Specifically, Route One Corridor communities will want to establish and commit to:

- **A meeting schedule.** Determine the appropriate time commitment that would provide enough continued engagement to coordinate collective action and facilitate peer-learning without overloading participants' schedules. Consider meeting at least quarterly for two hours to maintain momentum and schedule interim work sessions as needed to advance special initiatives.
- **A leadership structure.** Decide on who will be responsible for coordinating meetings, including communicating with participants, scheduling meetings, developing meeting agendas, providing a virtual platform or physical meeting location, and distributing post-meeting follow-up materials. Consider adopting a collaborative leadership approach with volunteer co-chairs that commit to at least one-year tenures and stagger transitions to ensure responsibility is shared amongst participating communities while maintaining continuity during transition periods.
- **A shared communication process.** Create a shared channel of communication. This could be by maintaining a shared contacts list, developing a listserv, or using a shared communications platform like Google Groups, Basecamp, or Discord. Also consider setting up a shared resource repository for sharing information and collaborating on joint projects. This can be Google Drive, Basecamp, DropBox, or some other cloud-sharing service.
- **A collective identity or brand.** Select a group name to better communicate a shared goal to potential funders, partners, and other interested parties. Suggested names include:
 - Sustainable Route One (SR1)
 - Prince George's Route One Collaborative (PGR1C)
 - Route One Sustainability Collaborative/
 - Cooperative/Consortium (R1SC)
 - Route One Corridor Communities (R1CC)

The Route One Corridor communities are encouraged to organize an overarching collaborative entity, with multiple working groups (e.g., stormwater and pollinators). This will help improve opportunities for branding, streamline the communication processes, facilitate coordinated leadership, and align schedules, reducing redundancies and strengthening the capacity for collective action.

Align with County Efforts

Prince George’s County has a variety of plans that could feasibly present opportunities for enhancement and expansion of pollinator habitat. The County Capital Improvement Plan, Clean Water Partnership program and Climate Action Plan are a few examples where coordinating priorities and taking a “dig once ” approach would serve both County priorities and municipal needs. To better coordinate with the County, the Route One Corridor communities should consider:

- Reviewing County plans for reference to projects in Route One Corridor communities and opportunities for strategic alignment.
- Sending representatives of the Route One Corridor communities to County-led meetings relevant to pollinators and having them report back findings and updates to the larger group.
- Submitting joint letters of support to the County on behalf of the participating communities for initiatives relating to pollinator habitat and native plants.
- Developing a list of county-municipal collaborative opportunities and presenting it to the County Department of Environment.
- Scheduling annual check-in meetings with County staff.

Develop Regional Partnerships

The Route One Corridor communities identified dozens of potential partners at the state and county level, as well as in the academic and nonprofit sectors, which are captured in an appendix to this Action Plan. The Route One Corridor communities should review and prioritize this list of potential partners and develop a short and long-term engagement strategy. To prioritize partnership opportunities, the Route One Corridor communities will want to consider:

- What skill sets and services are needed to advance potential capacity gaps? For example, technical assistance with planning and design, ad hoc grant writing, or on-going assistance with social media and outreach.
- Which organizations already have a preexisting relationship with participating municipalities?
- What contacts are readily available for reaching out to potential partner organizations?
- What is the value proposition for the potential partner organizations for engaging with the Route One Corridor communities?

Resources

- [Community Gardening: The Pollinator Project \(2019\)](#)
- [Prince George’s Soil Conservation District](#)
- [MOST Center Dig Once Course](#)
- [Prince George’s County Climate Action Plan](#)

Partnership Opportunity:

EFC serves as an effective convener that could help facilitate joint Municipal–County discussions.

Conduct Coordinated Outreach and Education

Route One Corridor communities expressed interest in coordinated outreach efforts that would capitalize on shared resources and amplify local messaging to improve awareness of pollinators and native plant species across jurisdictions. While most communities have initiated independent outreach initiatives around pollinators, shared branding and coordinated outreach messaging and materials would increase the recognizability of local pollinator efforts and reduce the cost of developing these materials for each municipality individually.



To advance a coordinated outreach effort, the Route One Corridor communities will want to consider:

- What outreach material already exists?
 - Collect and share outreach material created by participating communities and identify educational resources developed by pollinator organizations.
 - Are there any resources translated in Spanish and other locally spoken languages?
- What is the scale and scope of this outreach effort?
 - Will communities coordinate on the promotion of existing programs and events or establish a customized outreach effort?
 - If promoting existing programs, adopt and adapt their existing outreach material as appropriate.
 - If developing new outreach material, determine who will be responsible for leading the messaging and design effort?
 - How will materials be translated into Spanish and other languages?
 - Will communities host a single event, coordinate a concentrated month-long outreach campaign, or share facts more dispersed throughout the year?
 - If hosting events, will they be co-hosted in one community, simultaneously offered across all participating communities on the same day, staggered across participating communities over a predetermined schedule?
 - Who will be responsible for managing registration and promotion of events?

Outreach Opportunity:

The Route One Corridor communities may want to target National Pollinators Week, June 20 through 26, as the first opportunity to collaborate on outreach and education efforts.

- Will Spanish interpreters be available, or will there be separate events held fully in Spanish?
 - If Spanish interpreters will be available at English-led events, remember to translate all registration and promotional materials into Spanish and conduct targeted outreach to Spanish speaking residents in the community advertising the use of Spanish interpreters. Also, whenever possible, translate all presentations and workshop materials that will be shared during the event so that Spanish-speaking residents can fully participate.
- What level of financial and capacity support will be needed?
 - Who will be responsible for securing funds or recruiting volunteers?
 - A collaborative grant proposal would likely be compelling to funders as it demonstrates an ability to conduct outreach at scale. However, most grants are highly competitive, and funding is not guaranteed, so consider ways to minimize costs and pool local funds when feasible.
- Who will be responsible for drafting a joint Request for Proposal of Services to develop and design new outreach material?
- Who will manage any contracts and/or funds secured?

Coordinated Outreach Strategies

The Route One Corridor communities identified the following potential strategies to advance coordinated outreach and education efforts. Programs and organizations with resources to help advance these strategies are captured in an appendix to this Action Plan.

- Develop a calendar of pollinator-related days, for example:
 - Pollinator Week – June
 - Earth Day – April
 - Monarch Butterfly Day - October when migration peaks.
- Coordinate Pollinator Week activities and celebrations, such as walking and biking tours, workshops, and webinars. Register activities on the Pollinator Partnership website and promote across jurisdictions. Share outreach and marketing materials.
- Coordinate a time-limited policy promotion, for example Route One Corridor No Mow April.
- Consider whether guerilla gardening/seed distribution of native plants is appropriate.
- Share messaging, outreach material and design for physical signage
- Translate pollinator outreach and educational material in multiple languages.
- Promote existing programs, for example:
 - Bee City U.S.A.
 - City Nature Challenge
- Advertise and promote the Pollinator Corridor activities on NextDoor and neighborhood listservs.

Maintain and Explore Data Sources

The Route One Corridor communities, in partnership with EFC, developed a community-based hotspot map of known existing pollinator habitat, parks and open space. This map also identifies potential pollinator habitat future project implementation. To keep this map relevant, it will need to be maintained and regularly updated. The Route One Corridor communities will want to determine where the map will be housed, what updates will be needed and how frequently, who will be responsible for making updates and how those changes will be communicated.

In addition, there is a wealth of knowledge and research on pollinators and native plants on-going at the University of Maryland that Route One Corridor communities can tap into. Consider coordinating with the Campus Community Connection initiative to host a Pollinator Research Summit. A Pollinator Research Summit could help connect communities with ongoing pollinator-related research on campus that can provide communities with additional data to inform local decision-making. In turn, such a summit would also help campus researchers better understand how the needs of neighboring communities can be addressed by their efforts and potentially spur partnerships that open doors to additional capacity.



Pollinator Signage, Cottage City

Leadership Opportunity:

The Cities of Hyattsville, College Park, and Greenbelt self-identified as having in-house GIS capacity.

Resources

- [UMD Campus Community Connection](#)
 - Andy Fellows, Faculty Research Specialist | afellows@umd.edu
- [UMD Bee Lab](#)
- [EspindoLab](#)
 - Dr. Anahi Espindola, Assistant Professor | anahiesp@umd.edu

The Route One Corridor communities should consider hosting a single Research Summit, with either multiple sessions or as a two-part series on priority topics (e.g., stormwater and pollinators). This can help streamline the coordination, marketing and outreach, and facilitation of the summit, while allowing participating communities to participate in one or more topic areas discussions.

Explore Finance and Funding Options

Considering how to pay for pollinator corridor activities identified as priorities of the Route One Corridor communities will be key to being able to move forward with implementation. The ultimate, overall strategy will likely involve a collection of funding and financing options. Grants are a natural first thought, and both public and private sector funders have expressed a stated interest in supporting collaborative efforts. Relevant opportunities are presented in an appendix to this Action Plan.

One opportunity to consider is the pending Infrastructure Bill which specifically identifies pollinator habitat as a priority, setting aside \$2 million annually for the next five years for projects that plant native flowers, adopt pollinator-friendly land management practices, and remove non-native vegetation. These funds will flow from the US Department of Transportation to the states. When the rule on the Infrastructure Bill is finalized, the Route One Corridor communities should schedule a conversation with Maryland State Highways Administration (SHA) to explore where the Route One Pollinator Corridor priorities fit into SHA's Pollinator Habitat Plan.

While there may not be many funding opportunities specifically designed for pollinator projects, many regional stormwater grant programs would likely support enhancing pollinator habitat as a co-benefit to a larger stormwater infrastructure installments or as a community outreach and engagement opportunity.



Insect Hotel, Riverdale Park

For larger infrastructure projects, adopt a “dig once” approach to incorporate pollinator components into any project proposal that is scheduled to excavate or disturb the ground. This will require higher levels of collaboration and integration between municipal departments but will lead to greater efficiency and overall community benefits.

For grants that support community outreach and engagement, consider how to leverage these funding opportunities to support aspects of the Route One Pollinator Corridor. Pollinator projects such as installing pollinator gardens with community volunteers, hosting native plant workshops, and installing educational signage in public gardens are all useful ways to engage with residents about the importance of native species and their impact on wildlife habitat, stormwater management and community resilience.

Another finance-related strategy to consider is reducing overall costs to all the municipalities through coordinated joint procurement where consolidated purchases for things like nursery stock, equipment, labor, or outreach materials could achieve a lower cost per unit price point.

APPENDIX: POTENTIAL FUNDING AND RESOURCES

Funding Opportunities

- [Chesapeake Bay Trust](#)
 - [Prince George's County Stormwater Stewardship Program](#)
 - [Rain Check Rebate Program](#)
 - [Green Streets, Green Jobs, Green Towns \(G3\) Grants](#)
 - [Chesapeake Conservation Corps](#)
- National Fish and Wildlife Foundation
 - [Chesapeake Bay Stewardship Fund](#)
 - [Monarch Butterfly and Pollinators Conservation Fund](#)
- [National Environmental Education Foundation](#)
- Prince George's County
 - [County Council Grants](#)
 - [Community Partnership Grants](#)
- State of Maryland
 - Department of Natural Resources [Trust Fund Grants Gateway](#)
 - Department of the Environment [Water Quality Financing Administration](#)
 - Department of Housing and Community Development [Main Street Program](#)
- United States
 - Environmental Protection Agency [Grant Opportunities](#)
 - Department of the Interior [Land and Water Conservation Fund](#)
 - NOAA [Environmental Literacy Grants](#)
 - [Navigating the Federal Funding Landscape: A Guide for Communities \(2021\)](#)
 - [Federal Resources for Nature-Based Solutions to Climate Change 2020 Fact Sheet](#)
- [PEPCO Charitable Contributions](#)
- [IKEA Foundation](#)

Programs and Organizations

- National Wildlife Federation greening of faith-based properties
 - Naomi Edelson | edelson@nwf.org
- [City Nature Challenge](#)
- [Pollinator Partnership](#)
 - [National Pollinator Week](#)
- National Wildlife Federation – [Certified Wildlife Habitat Program](#)
- Arbor Day Foundation – [Tree City USA](#)
- [Xerces Society](#) – [Bee City USA](#)
- [Beyond Pesticides](#)
- [US Geological Survey Native Bee Inventory and Monitoring Lab](#)
 - Sam Droege | sdroege@usgs.gov

Guidance Documents and Educational Material

- University of Maryland Extension
 - [Extension Pollinator Guidance](#)
 - [Bay-Wise Maryland Yardstick](#)
 - Bee Lab
 - [Request a Bee Speaker](#)
 - [Purchase UMD Honey](#)
- [Hyattsville Leaf It Alone Action Guide](#)
- Berkely Food Institute – [Policies to Protect Pollinators: Actions Needed to Avert a Global Crisis in Agriculture](#)
- [Sustainable Maryland Pollinator Resources Repository](#)
- Chesapeake Bay Trust – [Native Plant Species Selection Guide](#)
- Maryland Department of Transportation – [Pollinator Habitat Plan](#)
- U.S. Department of Agriculture – [Pollinators Fact Sheets](#)
- Wichita State University Environmental Finance Center – [Pesticides and You Education Materials & Resources](#) [English/Spanish]

Seeds and Trees

- [Casey Trees](#)
- [Ernst Conservation Seeds](#)
- [Chesapeake Natives, Inc.](#)
- Hyattsville Horticultural Society

APPENDIX: POTENTIAL PARTNERS

Government

- Municipal
 - Green Teams
 - Staff
- Prince George's County
 - Department of the Environment
 - Department of Public Works and Transportation
 - Clean Water Partnership
 - Police Explorer Program
 - Redevelopment Authority
- State of Maryland
 - Department of Natural Resources
 - Maryland Department of Transportation
 - Maryland State Highway Administration
 - National Capital Park and Planning
 - Beekeeper Collective
- Regional Government
 - Metropolitan Washington Council of Governments
 - Washington Metropolitan Area Transit Authority
 - Soil Conservation District
 - Maryland Municipal League
- United States
 - Department of Agriculture
 - National Park Service

Higher Education Institutions

- University of Maryland
 - Environmental Finance Center
 - Sustainable Maryland
 - Campus Community Connection
 - Bee Lab
 - Extension Master Gardener Program
- Bowie State University
- Prince George's County Community College
- Greek Life

K-12 Schools

- Environmental education teachers
- Service-learning supervisors
- Climate activism student groups
- Maryland Green Schools
- Parent Teacher Associations
- Student Conversation Associations

Environmental Organizations

- Anacostia River Task Force
- Anacostia Riverkeeper
- Anacostia Watershed Society
- Audubon Naturalist Society
- Friends of/ Watershed groups
- Low Impact Development Center
- Maryland Native Plant Society
- Neighborhood Design Center
- Prince George's Audubon Society
- Prince George's Beekeepers Association
- Prince George's Sierra Club
- Thriving Earth Exchange
- Watershed Stewards

General Affiliations

- Community Garden members
- Garden Clubs
- 4H Club
- Scouts
- Homeowners and Civic Associations
- Faith-based institutions
 - Interfaith Partners for the Chesapeake
 - End Time Harvest Ministries
- Businesses and Property Owners
 - Chamber of Commerce
 - Community Development Corporations
 - Central Kenilworth Avenue Revitalization Community Development Corporation
 - Hyattsville Community Development Corporation
 - Local Business Owners
 - Mom's Organic Market
 - Property Managers
 - Vacant lot owners
 - Large parcel owners, especially those with useful data, like NASA and UMD
 - Developers involved with large projects like the Discovery District
- Fraternal organizations
 - Knights of Columbus
 - Moose Lodges
 - Rotary Club
 - Elks
- Other Potential Volunteers
 - AmeriCorps
 - Senior Groups
 - Singles Groups/ Meet Up
 - Slow Food Folks