



Eastern Regional Meeting

Bee City USA & Bee Campus USA
The Xerces Society
April 2026



Top: Bee Campus USA – University of Dayton, OH
Bottom: Bee City USA – Roanoke, VA

Our Agenda

- Event Calendar
- New resources
- Affiliate presentations
 - West Virginia University, WV
 - Pinellas County, FL
 - University of Massachusetts Amherst, MA
 - Gainesville, FL
- Q&A, discussion time

Photo: Bee City USA - Tualatin, OR



Important Dates

beecityusa.org/events

- **April 18-24:** Earth Week*
- **April 22:** Earth Day*
- **April 30:** Xerces Webinar: Creating Habitat in Yards, Containers, and Other Tiny Spaces
- **May 20:** World Bee Day
- **May 21:** BCUSA Webinar: How to Help Your Community Become a Bee City or Bee Campus
- **May 31:** Renewal Reports and Fees Due

*Promo Kits: beecityusa.org/promo-kits



Top: Wendy Iles (Hampton, VA). Bottom: University of California Riverside

New Resources Coming Soon

- **Late April:** Bee Friendly Lawns Toolkit (Moving beyond No Mow May)
 - How to convert a lawn into habitat
 - Weed & Lawn ordinances
 - New Sign! →
- **May:** Pollinator Week Promo Kit update
- **Late 2026:** Xerces Homeowner Association (HOA) and condo resources



Bee City USA and Bee Campus USA Affiliates



257

Bee City USA Affiliates

225

Bee Campus USA
Affiliates

482

Total City & Campus
Affiliates

48

States, plus DC and
Puerto Rico





Eastern BCUSA Affiliates

- Alabama
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Kentucky
- Maine
- Maryland
- Massachusetts
- Mississippi
- New Hampshire
- New Jersey
- New York
- North Carolina
- Ohio
- Pennsylvania
- Puerto Rico
- Rhode Island
- South Carolina
- Tennessee
- Virginia
- Vermont
- West Virginia

West Virginia University, WV

Bee Campus USA since 2024

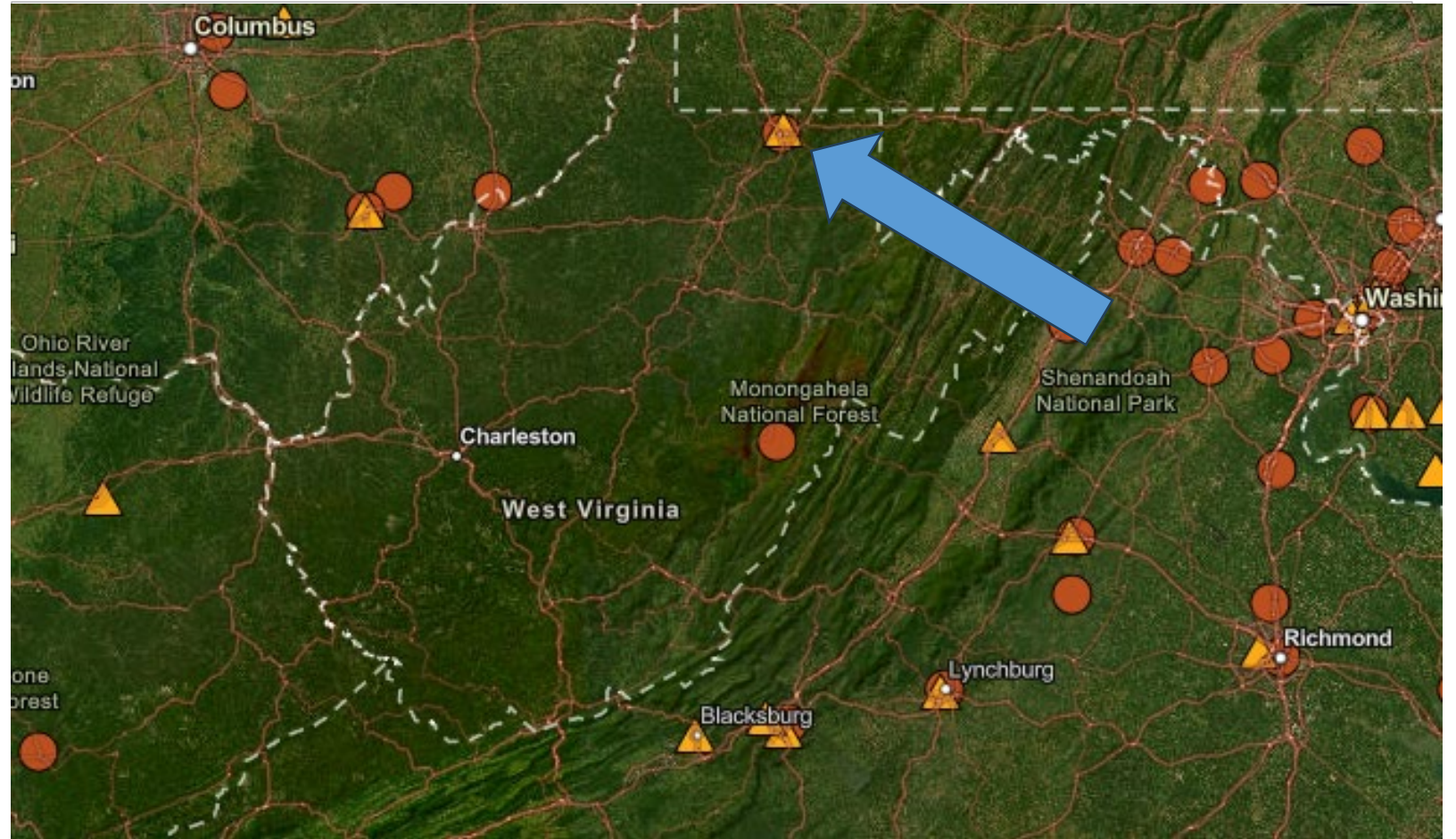
Presenters:

Stephanie Toothman,
Conservation Specialist

Traci Knabenshue,
Director of Sustainability

Topic:

Buzz Brigade: A
volunteer garden
maintenance program



West Virginia University, WV

The Buzz Brigade garden maintenance program was created by the sustainable landscapes committee at West Virginia University to fulfill the need for ongoing pollinator garden support.

Student volunteers are recruited through the university's online volunteer platform.

Helpers work alongside committee members to remove undesirable plants and clear debris from campus pollinator gardens.

Credit: WVU Office of Sustainability



West Virginia University, WV

Just recently the committee created a set of weed pulling guides to assist project leaders and to help students identify undesirables and how to effectively remove them from gardens.

Using the campus as a classroom students learn the importance of maintaining pollinator habitats and their significant role in supporting a healthy ecosystem.

Credit: WVU Office of Sustainability



Pinellas County, FL

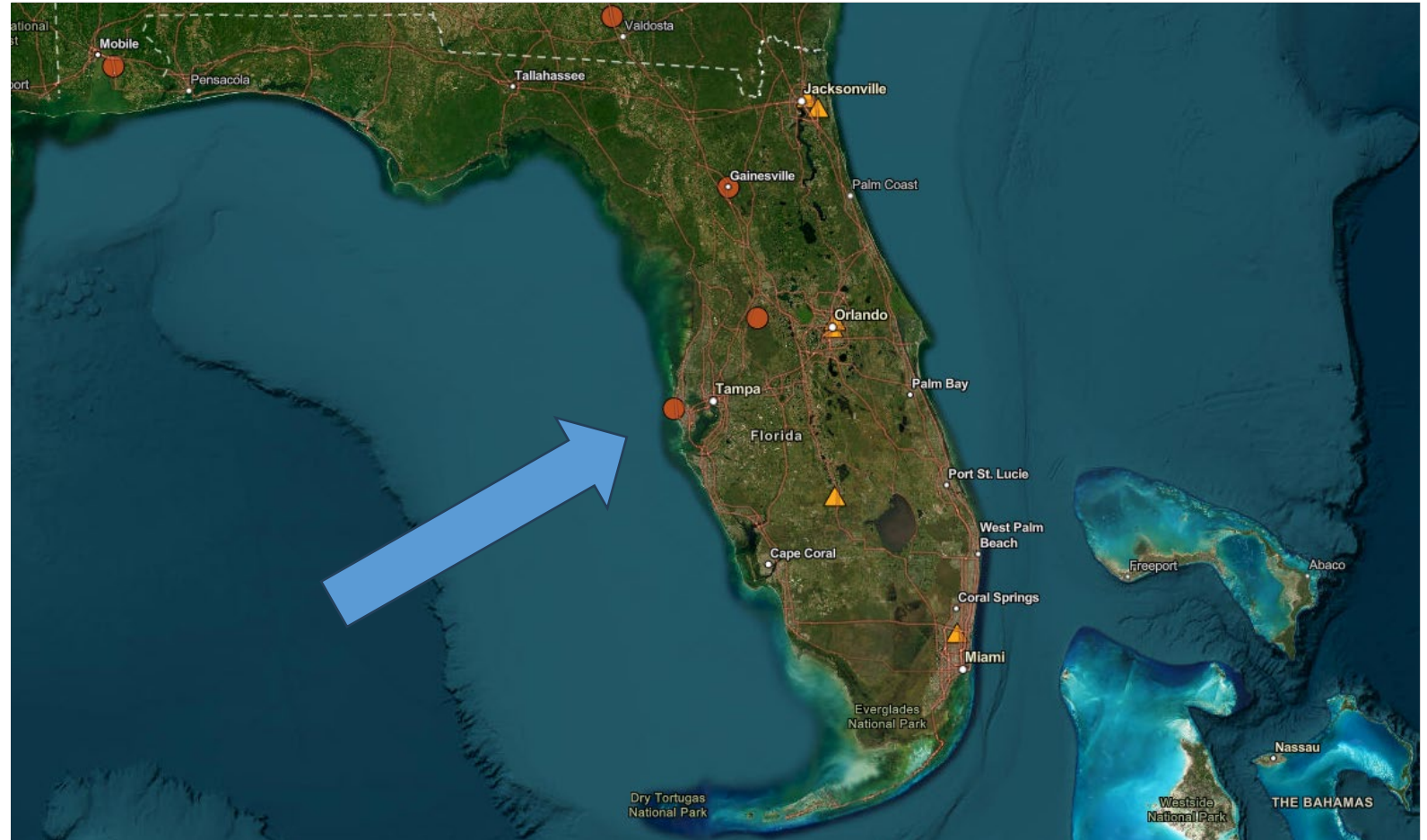
Bee City USA since 2023

Presenter:

James Stevenson,
Education and Outreach
Supervisor,
Parks and Conservation
Resources

Topic:

Outreach, habitat,
pesticide reduction





Pinellas County, FL

Community Engagement: Total engaged: Over 3,000 people

- Wildflower and Pollinator Festivals, 2023, 2025
- BioBlitz (including 3rd place nationally in the Parks for Pollinators BB2025)
- Classes
- Community Partnerships
- Include community engagement photo: Intern Marcella at the Wildflower and Pollinator Festival

Habitat Creation: 136 acres (2024) + 11 new acres (2025)

- 23 new sites with monitoring
- Interpretive signs
- Include habitat creation photo: Intern Isabella with interpretation sign at Pollinator Habitat site

Credit: Pinellas County Staff

Pinellas County, FL

Goals: Pest-Friendly Practices

- IPM improvements, training programs, and county-wide BMP, SOP influence.

Pinellas County is small and over-developed. 98% developed, in fact, with 24 municipalities and a population of 960,000 (effectively 1 mil)

At only 280 sq mi, natural areas are scarce and creating/designating/protecting habitat is one of our main concerns.



Credit: Pinellas County Staff

University of Massachusetts Amherst, MA

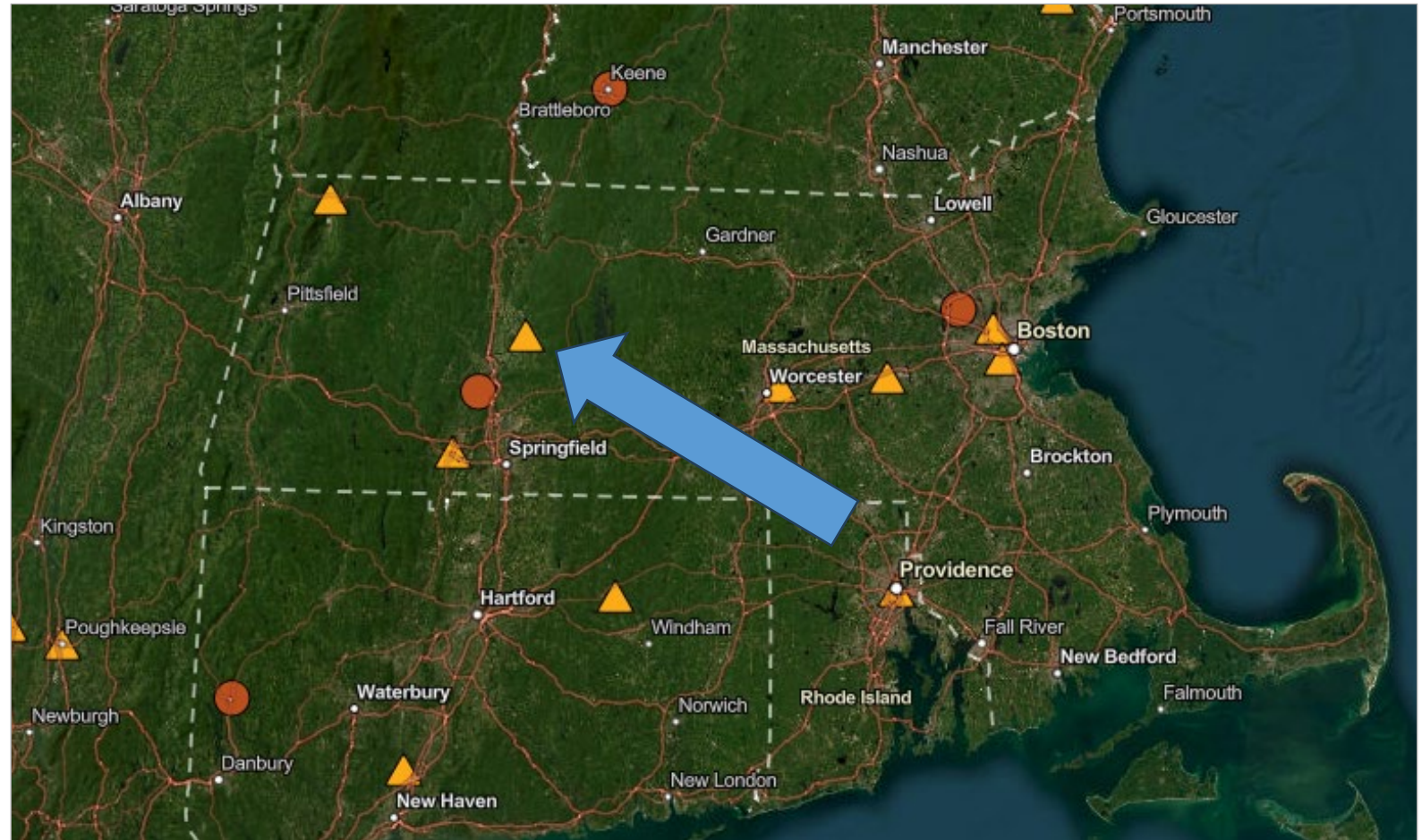
Bee Campus USA since 2025

Presenter:

Aliza Fassler
PhD candidate
Dept. of Environmental
Conservation

Topic:

Pollinator survey &
habitat planting



University of Massachusetts Amherst, MA

We ran a campus pollinator tour last spring, catching and releasing wild pollinators across campus to help educate the community.



Credit: Mike Amato

University of Massachusetts Amherst, MA

In collaboration with UMass grounds we planted a large pollinator garden in a lawn on the edge of campus with help from 60 student, staff, and faculty volunteers.



Credit: Mike Amato

Gainesville, FL

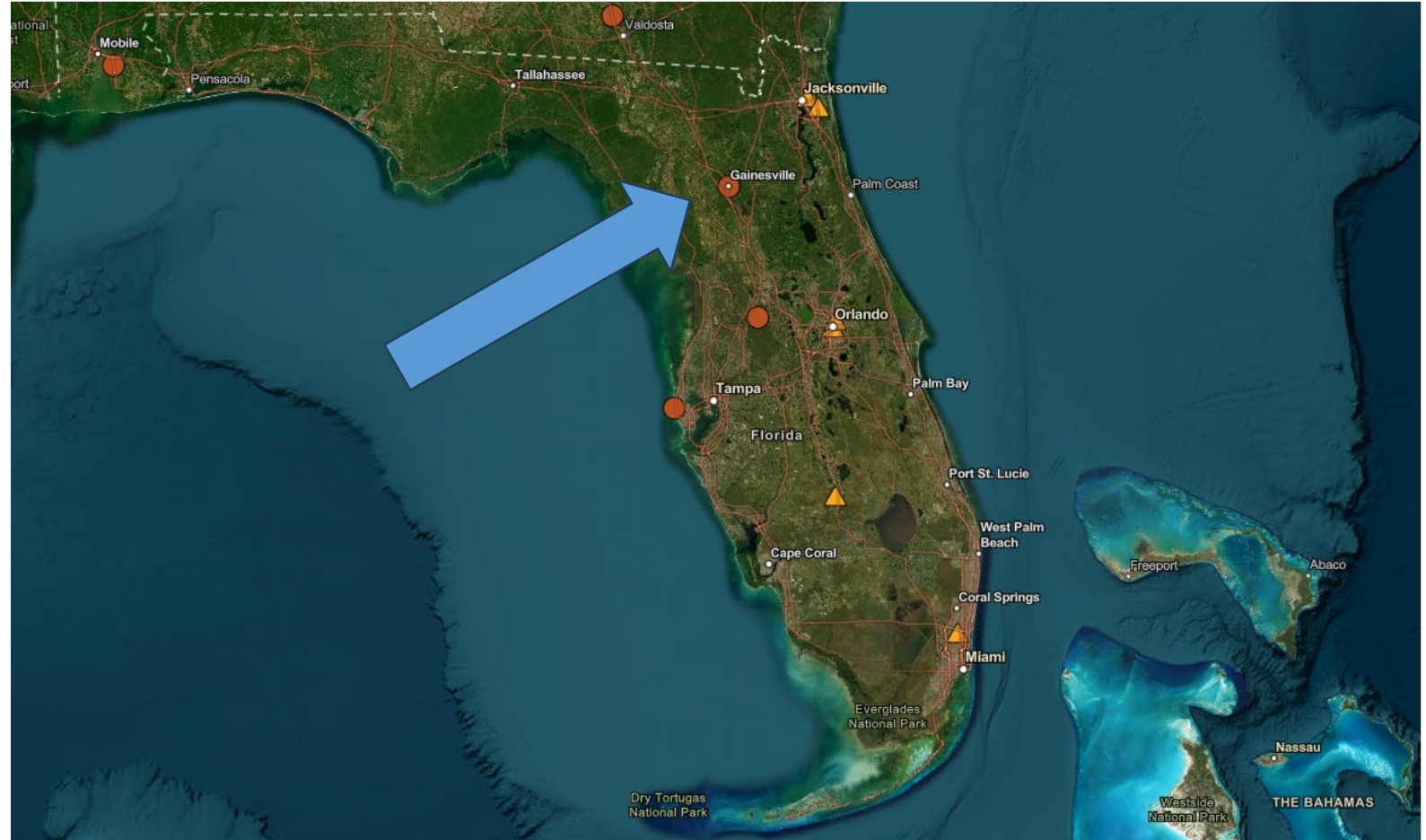
Bee City USA since 2022

Presenter:

Marina Mertz
Roadsides and North
Florida Programs
Coordinator
Florida Wildflower
Foundation

Topic:

Pollinator Pots Event



Gainesville, FL

Pollinator Pots Event

- In spring 2025, Bee City Gainesville hosted its first fundraising event in partnership with the Alachua Conservation Trust (ACT). The event took place at Bubbe’s Garden — a property owned by ACT and a site of a Bee City pollinator garden — allowing us to showcase an established habitat.
- Each participant selected three plants to create their own “pollinator pot” to take home. Sustainability was woven into the event through the use of 100% recycled and donated pots. Participants paid \$10 per pot.



Credit: Emily Bell, Florida Wildflower Foundation

Gainesville, FL

- Volunteers were on hand to guide participants through the planting process. Outreach materials about Bee City and ways to support pollinators at home were also provided, along with kid-friendly activities like the Xerces Bee Masks. We even had a local coffee truck!
- The event was a great success. We created over 50 pollinator pots, each a small but meaningful addition to pollinator habitat, and brought the community together for a fun and educational day.
- Plants and soil were purchased by the City of Gainesville, with plants provided by Micanopy Wildflowers, a local native plant grower.



Credit: Emily Bell, Florida Wildflower Foundation

August 21 & 22: Great SE Pollinator Census

gsepc.org

Participating states

- Alabama
- Florida
- Georgia
- Mississippi
- North Carolina
- South Carolina

GSePC provides

- Training
- Marketing material
- Census data
- Resources for educators



Discussion Time



Top (L to R): Council Bluffs, IA Public Library; Susan Ammons; Bee City USA – Havre de Grace, MD
Bottom: L to R): Bee City USA – Beaumont, TX; Carol Carmons; Bee City USA – Decatur, GA