

Earth Month Pandemic Programs

Innovative Programs – Natural Resources

The COVID-19 pandemic required the City of Rockville to develop innovative ways to engage residents in the 50th Anniversary of Earth Month and environmental topics throughout 2020.

Earth Month Facebook Campaign

To virtually engage residents in the 50th Anniversary of Earth Month, the Environmental Management Divisions and Croydon Creek Nature Center partnered to create a month-long Earth Month Facebook campaign. The campaign focused on a different topic each week including energy, waste reduction/recycling, water, plants and trees, and wildlife habitat. The campaign included 23 Facebook posts that resulted in 597 engagements (likes, reactions, comments, shares etc.) and reached 6,425 people.



Pollinator Month Seed Giveaway

In celebration of National Pollinator Month in June 2020, the City of Rockville gave away free native wildflower seed packets by mail to over 400 residents. The seed giveaway promoted the planting of native species to support pollinators, provided an opportunity to promote the Certified Wildlife Habitat program and resulted in hundreds of new subscribers to the Environment & Sustainability Newsletter. The Seed Giveaway success has resulted in it becoming part of the City's annual pollinator month outreach.

Happy National Pollinator Month!



June is National Pollinator Month. The city is celebrating by giving away free native wildflower seeds to Rockville residents. **Fill out the request form** to get a seed packet by mail. Learn more about how you can help pollinators and other wildlife at rockvillemd.gov/wildlifehabitat.

Fall Tree Giveaway

The City's Environmental Management Division, in partnership with the Forestry Division, hosted the socially distant Rockville Fall Tree Giveaway on Saturday, October 10 at the Rockville Senior Center. Registrations for the giveaway filled up in just three days and over 150 residents adopted three hundred native trees at the event.



The City of Rockville will give away a limited number of native trees during a no-contact pickup event from **9 a.m.-2 p.m. Saturday, Oct. 10, at the Rockville Senior Center, 1150 Carnation Drive.**

- Preregistration required at www.rockvillemd.gov/environment. No walkups.
- Rockville residents only.
- Limit two trees per household. Large shade and small flowerings trees available while supplies last.
- Face coverings and social distancing of 6 feet is required.

Socially Distant Environmental Volunteer Programs

The City of Rockville provided safe environmental volunteer activities and student service-learning hour opportunities in fall 2020 through the Rockville Weed Warrior Program and Adopt-A-Stream Program. Events followed safety protocols to protect against the spread of COVID-19 including required face coverings, social distancing of 6 feet and a limited volunteer capacity at each event.

Thank You to Rockville's Environmental Volunteers

Protecting Rockville's environment would not be possible without our dedicated volunteers. Despite the challenges presented by in 2020, over 400 volunteers:

- **Removed over 150 bags of litter from local streams.**
- **Removed non-native invasive plants from city parks.**
- **Served on Rockville's Environment Commission and its committees.**

Want to learn how you can do your part?

Get Involved