



1925: In Jacksonville, the Florida Federation of Garden Clubs (FFGC) is established. The first committee established was the **Billboard Committee**.

1926: The MacMillan Company publishes Florida Wild Flowers by Mary Frances Baker of Winter Park

1927: Adoption of the Federation's "**Highway Resolution**" supporting legislation calling for a **100 ft right of way** on all state and county roads.

1929: FFGC endorses establishment of **Florida Arbor Day**.

1930's: national recognition... "*... roadsides are the nation's front yard. What is really desired is attractive and useful roadsides.... To follow a natural development is outright economy of roadside maintenance.*"

1947: state recognition... "*50% of traffic is social and recreational... Motorists demand something more than a roadbed, and modern highway engineers are obligated to provide it. What can be a better advertisement to these thousands of tourists? It is hard to estimate the importance of these facilities to our tourist business.... a beautified friendly highway system.*"

1947: FFGC supports passage of the **Blue Star Highway** bill, and the state's first plant protection law.

1948: F. Elgin Bayless, chairman of the road department said, "*... the state has spent \$663,000 in the past three years on highway beautification.*"

1950's: It becomes fashionable to utilize an agricultural approach; spraying and mowing. Road departments surmise this is what the public wants and expects.

1953: FFGC "sponsors" bill to designate the **sabal palm as the state tree**.

1960: Six FFGC members serve on **Governor's Committee** for Roadside Improvement and Safety.

1963: FDOT establishes Wildflower Program.

1965: US Highway Beautification Act.

1966: FFGC and FDOT dedicate gateway planting at **US17 State line**.

1970: The world celebrates the first **Earth Day**.

1973: FHWA initiates "Operation Wildflower" in cooperation with state highway agencies and the National Council of State Garden Clubs, Inc.

1974: Operation Wildflower is incorporated into roadside area programs.

1981: FDOT Bureau of Environmental and the Office of Materials and Research publishes Management of Roadside Vegetation Along Highway Rights of Way. "*During the past several years interest has been directed toward the preservation and spread of wildflowers... but also to the reduction of mowing limits.*"

1987: STURAA requires, "*at least one-quarter of one percent of the funds expended for a landscaping project must be used to plant native wildflowers on the project.*" (\$100K/year).

1987: Florida Legislature establishes **Florida Highway Beautification Council**.

1988: Governor Martinez appoints FFGC member to serve on Florida Highway Beautification Council.

1989: FFGC establishes **Paths of Sunshine Awards** program.

1989: FDOT Marianna Maintenance wins the first Paths of Sunshine Award.

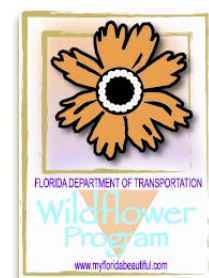
1991: FFGC "sponsors" bill to designate Coreopsis as Florida's State Wildflower.

1994: FDOT publishes first of four editions of Wildflowers in Florida.

1997: FDOT invests \$30,000 for State Wildflower tag legislation.

1997: FFGC collects 30,000 signatures for State Wildflower tag legislation.

1999: Florida Legislature requires allocation of 1.5% (\$40Million/Year).



1999: FDOT funds Florida's first **ecotype seed** research.

1999: Florida Legislature creates the **State Wildflower tag**.

1999: FHWA publishes Roadside Use of Native Plants.

"...areas can be safe, interesting, and diverse ... and require less maintenance attention. Incidental consequences include: regionally recognizable vegetation, a seasonally dynamic landscape, habitat for small mammals, songbirds and insects, deep-rooted erosion control, water quality improvement, and preservation of our natural heritage."

2000: FDOT invests \$125,000 to publish Field Guide to the Rare Plants of Florida.

2001: FDOT invests \$100,000 to publish Florida's Best Native Plants.

2001: Florida Wildflower Foundation established.

2003: Florida Wildflower Growers Cooperative established.

2004: FDOT Wildflower Procedure becomes effective.

2004: Florida Legislature recognizes the Florida Wildflower Foundation.

2008: FDOT wins 1st place for **Downtown Wildflower Garden**.

2008: FDOT initiates I-10 Roadside Energy Conservation Study.

2008: UF establishes the **Gary L. Henry Wildflower Research Endowment**.

2010: Wakulla, Gadsden, Leon County, Brevard, Volusia County Wildflower Resolutions.

2010: Florida Scenic Highway Program partners with Wildflower Program.



LOOKING FORWARD ON THE ROAD LESS TRAVELED.

FDOT participation and leadership on:

- Florida's quincentennial celebration
- Florida's Annual Wildflower Festival
- Florida Wildflower Foundation
- Florida Wildflower Seed packets
- Florida Wildflowers along Florida Scenic Highways
- Roadside Energy Conservation... Reduced mowing saving million\$\$\$
- Roadside management applied research
- County wildflower resolutions seeking partnerships with FDOT
- Paths of Sunshine awards at FFGC Conventions
- Partnership and cooperation with Florida Federation of Garden Clubs
- Partnership and cooperation with Florida Wildflower Foundation



WHAT IS THE BENEFIT TO THE STATE AND DEPARTMENT???

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|--------------------------------|---|
| ▪ less mowing | ▪ more beauty |
| ▪ less energy | ▪ more safety |
| ▪ less expense | ▪ more natural and agricultural pollinators |
| ▪ less runoff | ▪ more jobs for Florida farmers |
| ▪ less litter | ▪ more slope stabilization |
| ▪ less soil erosion | ▪ more wildlife, songbirds, and butterflies |
| ▪ less herbicide | ▪ more species diversity |
| ▪ less fertilizer | ▪ more ecotourism |
| ▪ less noise pollution | ▪ more educational value |
| ▪ less air pollution | ▪ more recreational value |
| ▪ less water pollution | ▪ more ecological value |
| ▪ less invasive exotic species | ▪ more greenways |
| | ▪ more water quality |
| | ▪ more state and regional pride |
| | ▪ more happiness |

