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Co-Chair

Social
Marketing to
Improve
Shoreline
Management
PHASE II



Social Marketing to Improve Shoreline Management

Climate Resiliency and Communication Teams Project

Purpose:

Develop a community-based social marketing strategy that will encourage shoreline property owners to adopt environmentally sensitive practices in relation to shorelines, based on identified barriers and benefits to shoreline management.

Included:

- Literature review on shoreline management .and identify gaps.
- Identified a set of 11 behaviors to improve shoreline management.
- Survey of shoreline management experts to determine the relative impact of the 11 behaviors on excessive erosion, water quality, habitat, and climate resiliency.
- Survey of Shoreline Property Owners to identify shoreline condition and barriers to change.
- Developed an Implementation and Evaluation Plan.

Developing communications and guidance on shoreline protection options for coastal landowners

Fish Habitat and Communication Teams Project

PHASE II:

Develop communications products and deliverables based on the recommendations of the Implementation and Evaluation Plan.

The program's primary audience is **shoreline property owners** along the Chesapeake Bay and its tidal tributaries. Also, materials are designed to assist organizations with planning and implementing outreach.

From the previously mentioned 11 shoreline management behaviors, **two behaviors** were selected as the focus of the program:

- (1) Keeping a natural shoreline or
- (2) Installing a living shoreline.

The Implementation Plan



Elizabeth River Living Shoreline - Virginia

The plan includes outreach guidance packaged as a set of tools.

Each package is organized by who is conducting the outreach:

- an individual (community ambassador),
- a community or watershed organization,
- or a state government agency.

COMBINING OUTREACH MATERIALS WITH SOCIAL SCIENCE TOOLS

Education alone is not likely to influence adoption of complex behaviors. The Outreach Plan includes an explanation as to the “WHY” for the social science tools. The tools include commitments, education, personal contact, social diffusion and testimonials.

Commitments- People who agree or commit to engage in an action, tend to follow through with that action. Commitments that are written and displayed publicly are more powerful than those that are verbal and privately held. Publicly displaying commitments is a highly influential tool to bring about behavior change.

Social Diffusion- Utilize social networks to encourage engagement in new or emerging behaviors. This is a process by which a few early adopters of a behavior can influence others in their social circles to adopt the behavior. What one neighbor does on their property highly influences what others choose to do. For this reason, the toolkit includes a shoreline sign to be placed on properties that have natural or living shorelines. The sign draws attention to the property and facilitates conversations between neighbors.

Testimonials- Six property owners (three families in Maryland and three in Virginia) tell their living shorelines' stories in easy-to-read two-page documents. The stories highlight the variety of reasons residents embark on a living shorelines project. Each story shows before and after photos and provides compelling testimony to the benefits of building a resilient infrastructure, and how they successfully completed their project.

State Specific Toolkits

Summary Table of Materials and Tools by Outreach Group



Tool and Resources	Community Organizations	Community Ambassadors	Government Agencies
Channels			
Local Publications	X		
Social Media Posts	X		
Demonstration Site Events	X		
Public Events	X		
Materials			
Commitment Card	X	X	
Poster, You are the Lifeline	X	X	
Shoreline Sign	X	X	
Video, Living Shorelines (7 minutes)	X	X	X
Documents			
Academic, Agencies, and NGOs (List)	X	X	X
Case Studies	X	X	X
Contractors (List)	X	X	X
Contractor Questions	X	X	X
Event Planning Guide (Demonstration Site)	X		
Event Planning Guide (Public)	X		
Funding Resources (List)	X	X	X
Living Shorelines v. Bulkhead	X	X	X
Native Plant Resources (List)	X	X	X
Permit Process Flyer	X	X	X
Talking Points	X	X	X
Resources			
Resource Spreadsheet	X	X	X
CBP Campaigns Website Landing Page	X	X	X

Commitment Card- A Social Science Tool

- This is a two-sided postcard size durable card. Side two: The Chesapeake Bay is my Community. The signature line is for the property owner to sign the card to show their commitment to keeping a natural shoreline.
- The purpose of the commitment card is to gain commitments from shoreline property owners to keep their shoreline natural or install a living shoreline.
- Commitments are powerful behavior-change tools, especially if they are displayed publicly. The best use of these commitment cards would be to find a public space, such as a kiosk at a public park or trail head, where the cards can be displayed together.
- The commitments could be from a neighborhood or town or other familiar area or region. Ideally, the program poster is exhibited, and commitment cards, clearly showing the property owner name.
- Signatures on the commitment cards could be collected at public meetings and events.

The Chesapeake Bay is my Community.
I commit:

- *To not removing natural vegetation on my property.*
- *To explore options on how to plant natural vegetation.*
- *To create a better habitat for wildlife.*
- *To protect the health of the Bay.*



Inspire others to become guardians of the Bay
by protecting our shorelines.

SIGN HERE

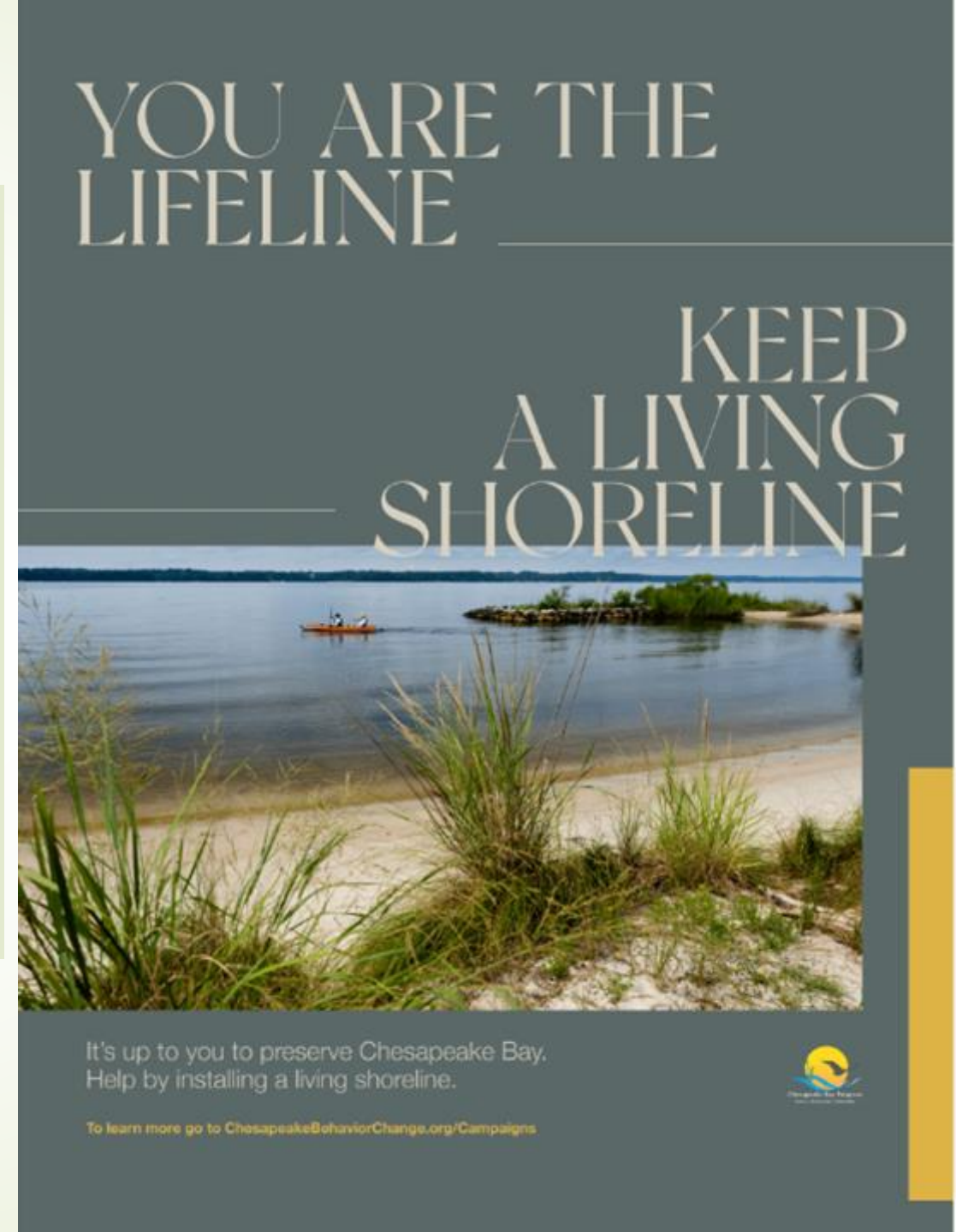
CHESAPEAKEBAY.NET



Poster - A Social Science Tool



- This poster is to be placed in public and private spaces, such as business windows, restaurants, kiosks at trail heads and community rooms to promote natural and living shorelines as essential to maintaining and increasing the beauty and health of the Bay.
- This poster could be displayed at demonstration sites and public tabling events



Case Studies- A Social Science Tool

- There are six documents. Each document is two pages in length and tells the story of a family's living shoreline experience.
- Each story includes before and after photos.
- These documents are descriptive, interesting stories about why and how property owners installed their living shoreline.
- There are three stories from families in Maryland and three from Virginia.
- The stories document different scenarios and reasons for completing a project. The stories can be matched to address the concerns of those currently in the decision-making process.

LIVING SHORELINE CASE STUDY

CAPE SAINT CLAIRE COMMUNITY LIVING SHORELINE | MARYLAND

RESEARCH TO RESILIENCE

By conducting thorough research, the Cape Saint Claire Community was able to connect with experts and design a living shoreline that best fit their community needs.

The Cape Saint Claire community is a long-standing neighborhood in Anne Arundel County, Maryland. The community, which was originally established as a summer retreat, now boasts around 2,300 homes and 8,000 residents. Cape Saint Claire features several marinas and beaches, and the beautiful shorelines remain a focal point for community gatherings. Residents enjoy swimming and fishing at their beaches, just steps away from their homes. However, over the years erosion has significantly reduced beach access. The Cape Saint Claire Improvement Association Beaches & Parks Chair, Beau, who grew up in "The Cape", remembers a time when residents could spread out along their vast beaches. Today certain parts of the beach are inaccessible, especially during high tide. Hurricane Isabel in 2003 further exacerbated issues with erosion. The Maryland Department of Natural Resources (DNR) confirmed the concerns about erosion, projecting up to three-foot annual loss of the beach.

In 2007, the Cape Saint Claire Improvement Association (CSCIA), a board of volunteer residents, spearheaded an initiative to protect their community beaches. After initially exploring living shorelines, the project was put on hold due to the 2008 financial crisis. The community was finally able to pursue a living shoreline project in 2013. The first phase of the project included assessments of several waterfront sites throughout the community conducted by the Maryland Department of Natural Resources (DNR). Next, the CSCIA selected consultants to not only assist with the permitting and designing of their expansive living

shoreline, but also, and perhaps most importantly, one who agreed to hold public meetings for the residents. The CSCIA was committed to making sure the large number of residents in Cape Saint Claire were informed about the living shoreline project, which required extensive coordination between the consultant and the CSCIA. Overall, community members were supportive of the living shoreline project to protect their beloved beaches.

The consultant was able to utilize previous projections of erosion conducted by DNR, as well as an assessment of community properties to update their restoration priorities. The consultant provided the CSCIA with expectations for installation and potential costs. Eventually, the CSCIA decided to pursue the construction of living shorelines along their main beach and a lake site. The two sites provide more than 1,000 linear feet of waterfront, an ambitious project in both size and scope that would require community fundraising and support from grants.



CHESAPEAKE BAY LIVING SHORELINE

I'M A GUARDIAN OF THE BAY.

To learn more go to
ChesapeakeBehaviorChange.org/Campaigns



- The purpose of the shoreline sign is to promote living shorelines through social networks.
- Since property owners view each other's properties from the Bay and commonly talk about their shorelines and yards, the sign provides an opportunity to facilitate conversations specifically about living shorelines.

Questions?

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