

**Segment Priority Behaviors, Barriers & Motivators**

Armor status	Home on property	Erosion potential	Segment Name	Audience Description	Priority Behaviors	Primary Barriers	Primary Motivators	Recommendations
No Armor	No Home	No	Segment 1	<b>Segment Specific Characteristics:</b> Tend to live elsewhere 3% of parcels Armor addition decisions happen near timing purchase of property or after an erosion event	Leave shore unarmored	Concern with erosion (59%) Storms, waves, or tides might change shoreline (50%)	Property protected or enhanced (54%) Natural look of it (46%) Health habitat for fish and wildlife (42%) Tax break (36%) Lower maintenance time and cost (31%)	New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring.
		Low-Mod-High	Segment 2	<b>Segment Specific Characteristics:</b> Tend to live elsewhere 11% of parcels Armor addition decisions happen near timing purchase of property or after an erosion event	Leave shore unarmored	Concern with erosion (59%) Storms, waves, or tides might change shoreline (50%)	Property protected or enhanced (54%) Natural look of it (46%) Health habitat for fish and wildlife (42%) Tax break (36%) Lower maintenance time and cost (31%)	New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring.
	Home	No	Segment 3	<b>Segment Specific Characteristics:</b> Older homes (built pre-1980) Split fairly evenly between living on parcel and living elsewhere 9% of parcels Armor addition decisions happen near timing purchase of property or after an erosion event	Leave shore unarmored	Concern with erosion (59%) Storms, waves, or tides might change shoreline (50%)	Property protected or enhanced (54%) Natural look of it (46%) Health habitat for fish and wildlife (42%) Tax break (36%) Lower maintenance time and cost (31%)	New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring.
		Low-Mod-High	Segment 4	<b>Segment Specific Characteristics:</b> More in Kitsap, Mason, Pierce & King counties Older homes (built pre-1980) Split fairly evenly between living on parcel and living elsewhere 29% of parcels Armor addition decisions happen near timing purchase of property or after an erosion event	Leave shore unarmored	Concern with erosion (59%) Storms, waves, or tides might change shoreline (50%)	Property protected or enhanced (54%) Natural look of it (46%) Health habitat for fish and wildlife (42%) Tax break (36%) Lower maintenance time and cost (31%)	New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring.

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Armor status	Home on property	Erosion potential	Segment Name	Audience Description	Priority Behaviors	Primary Barriers	Primary Motivators	Recommendations
Armor	No Home	No	Segment 5	<b>Segment Specific Characteristics:</b> Tend to live elsewhere .4% of parcels Most parcels have armor	Remove all armor	Concern with erosion (64%) Expense (62%) Regulatory & permitting process (33%)	Property protected or enhanced (60%) Tax break (31%) Loan, grant, or reduced fees (28%)	Small number of parcels so not a large priority.
		Low-Mod-High	Segment 6	<b>Segment Specific Characteristics:</b> Tend to live elsewhere 5% of parcels Most parcels have armor Include armored parcels on feeder bluffs and forage fish spawning areas	Remove all armor  Remove a portion of armor  Replace armor with soft shore protection	Concern with erosion (64%) Expense (62%) Regulatory & permitting process (33%)  Concern with erosion (61%) Regulator & permitting Expense (54%) process (28%)  Concern with erosion (60%) Expense (56%) Regulatory & permitting process (30%)	Property protected or enhanced (60%) Tax break (31%) Loan, grant, or reduced fees (28%)  Property protected or enhanced (60%) Tax break (46%) Streamlined permitting (30%) Healthy habitat for fish and wildlife (21%) Loan, grant, or reduced fees (20%)  If there were substantial changes in erosion of shore or bluff (44%) Property protected or enhanced (40%) If storms, waves or tides changed shore or bluff (40%) Free advice without sales focus (33%)	Priority segment.
	Home	No	Segment 7	<b>Segment Specific Characteristics:</b> Older homes (built pre-1980) Split fairly evenly between living on parcel and living elsewhere 3% of parcels Most parcels have armor	Remove all armor  Replace armor with soft shore protection	Concern with erosion (64%) Expense (62%) Regulatory & permitting process (33%)  Concern with erosion (60%) Expense (56%) Regulatory & permitting process (30%)	Property protected or enhanced (60%) Tax break (31%) Loan, grant, or reduced fees (28%)  If there were substantial changes in erosion of shore or bluff (44%) Property protected or enhanced (40%) If storms, waves or tides changed shore or bluff (40%) Free advice without sales focus (33%)	Priority segment.
		Low-Mod	Segment 8	<b>Segment Specific Characteristics:</b> More in Island, San Juan & Kitsap counties Older homes (built pre-1980) Split fairly evenly between living on parcel and living elsewhere 38% of parcels Most parcels have armor Include armored parcels on feeder bluffs and forage fish spawning areas	Remove all armor  Remove a portion of armor  Replace armor with soft shore protection	Concern with erosion (64%) Expense (62%) Regulatory & permitting process (33%)  Concern with erosion (61%) Expense (54%) Regulator & permitting process (28%)  Concern with erosion (60%) Expense (56%) Regulatory & permitting process (30%)	Property protected or enhanced (60%) Tax break (31%) Loan, grant, or reduced fees (28%)  Property protected or enhanced (60%) Tax break (46%) Streamlined permitting (30%) Healthy habitat for fish and wildlife (21%) Loan, grant, or reduced fees (20%)  If there were substantial changes in erosion of shore or bluff (44%) Property protected or enhanced (40%) If storms, waves or tides changed shore or bluff (40%) Free advice without sales focus (33%)	#1 priority segment for armor removal. 38% of parcels.
		High	Segment 9	<b>Segment Specific Characteristics:</b> More in Island, San Juan & Kitsap counties Older homes (built pre-1980) Split fairly evenly between living on parcel and living elsewhere 1% of parcels Most parcels have armor Include armored parcels on feeder bluffs and forage fish spawning areas	Remove a portion of armor	Concern with erosion (61%) Regulator & permitting Expense (54%) process (28%)	Property protected or enhanced (60%) Tax break (46%) Streamlined permitting (30%) Healthy habitat for fish and wildlife (21%) Loan, grant, or reduced fees (20%)	Not a priority target due to high erosion potential and high barriers. Only 1% of parcels.