SHORE FRIENDLY

Social Marketing to Reduce Shoreline Armoring

Prepared for WA Department of Fish and Wildlife and WA State Department of Natural Resources

Puget Sound Marine & Nearshore Grant Program

COLEHOUR + COHEN
Public Relations & Social Marketing

APPLIED RESEARCH NORTHWEST

SOCIAL MARKETING SERVICES INC.

futurewise
Building communities Protecting the land

COASTAL GEOLOGIC SERVICES

April 24, 2014

Funding Statement

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Project Introduction

Goal: Create a social marketing behavior change strategy that will lead to residential landowners changing their shoreline armoring-related behaviors.

- Identify target audience for social marketing and behavior change strategies
- Identify behaviors to target
- Evaluate barriers and motivations for target audiences
- Develop strategies and creative solutions
- Create performance evaluation plan

Project Deliverables

- Puget Sound Shoreline Parcel Database
- Puget Sound Parcel Owner Characteristic Report
- Property Owner Interviews
- Influencer Interviews
- Literature Review
- Survey of Shoreline Property Owners
- Property Owner Focus Groups
- Influencer Online Survey
- Social Marketing Strategy Recommendation
- Messaging and Creative Concepts
- Social Marketing Planning How-to Guide
- Evaluation Approach

Today's Agenda

Coastal Geologic Services: 9:05 – 9:20

- Database development
- Parcel and audience segmentation

Futurewise: 9:20 – 9:35

- Parcel owner characteristics
- Target parcels
- Literature review
- Landowner psychographics

Social Marketing Services: 9:45 – 9:50

- Target behaviors

ARN: 9:50 – 10:10

- Landowner survey
- Barriers/motivators and prioritization

Colehour + Cohen: 10:10 – 10:40

- Key decision points
- Research synthesis
- Shore Friendly campaign, messaging and toolkit

Social Marketing Services: 10:40 – 10:45

- Evaluation plan

Wrap up/Q&A 10:45 – 11:15

Puget Sound Shoreline Parcel Segmentation

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Background

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For: Puget Sound Marine & Nearshore Grant Program

Presentation Overview

- Background
- Methods
- Results
- Recommendations

Background

Project Context

- Objective: Better understand spatial patterns and characteristics of Puget Sound Parcels.
- 57% of Puget Sound is residential property.
- Inform regional priorities for improved management, provide a valuable tool for outreach, management, restoration and social marketing efforts.

Background

Target Behaviors -

Primary behaviors

- Leave shore unarmored
- Remove all hard armor
- Remove a portion of hard armor
- Replace armor with soft-shore protection

Supporting behaviors

- Maintain native vegetation
- Plant native vegetation
- Reduce surface water runoff reaching bluffs
- Build with a generous setback
- Install soft-shore protection on unarmored property
- Move home further from the shoreline
- Obtain professional advice

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Parcel segments, shore characteristics, and behaviors

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Segment #	Shore Characteristics	Leave shore unarmored	Remove all armor	Remove portion of armor	Replace armor with soft shore protection	Maintain Native Vegetation	Plant native vegetation	Reduce surface water drainage	Build with generous setback	Install soft armor on unarmored property	Move home	Obtain professional advice
1	No Armor, No Home, No Erosion Potential	X				X			X			X
2	No Armor, No Home, Low-Moderate-High Erosion Potential	X				X	X	X	X			X
3	No Armor, Home present, No Erosion Potential	X				X	X	X				X
4	No Armor, Home present, Low-Moderate-High Erosion Potential	X				X	X	X		X	X	X
5	Armor, No Home, No Erosion Potential		X			X			X			X
6	Armor, No Home, Low-Moderate-High Erosion Potential		X	X	X	X	X	X	X			X
7	Armor, Home Present, No Erosion Potential		X		X	X						X
8	Armor, Home Present, Low-Moderate Erosion Potential		X	X	X	X	X	X			X	X
9	Armor, Home Present, High Erosion Potential		X	X		X	X	X			X	X

Methods

Perform data assessment to segment the target audience based on shoreline conditions

- Draft Washington State Parcel Database, UW
- Unit of Analysis: (Marine) Waterfront parcels
- Residential ONLY – not commercial, public
- Link with ecological and geomorphic data
- Assign parcels to segments and appropriate “target behaviors”

Methods

Source data

- Parcels: Draft 2012 Washington State Parcel Database, UW
  - Data compiled in 2009, updated 2012
  - Augmented with county assessor data (Mason, Jefferson)
- Wave exposure: Shorezone database (WDNR 2001)
- Shoretypes, Shore armor: CGS Feeder bluff mapping (MacLennan et al. 2013)
- Shoretypes, Shore armor, Restoration strategies: PSNERP Change Analsys (Simenstad et al. 2011)
- Forage fish spawning: WDFW

Methods

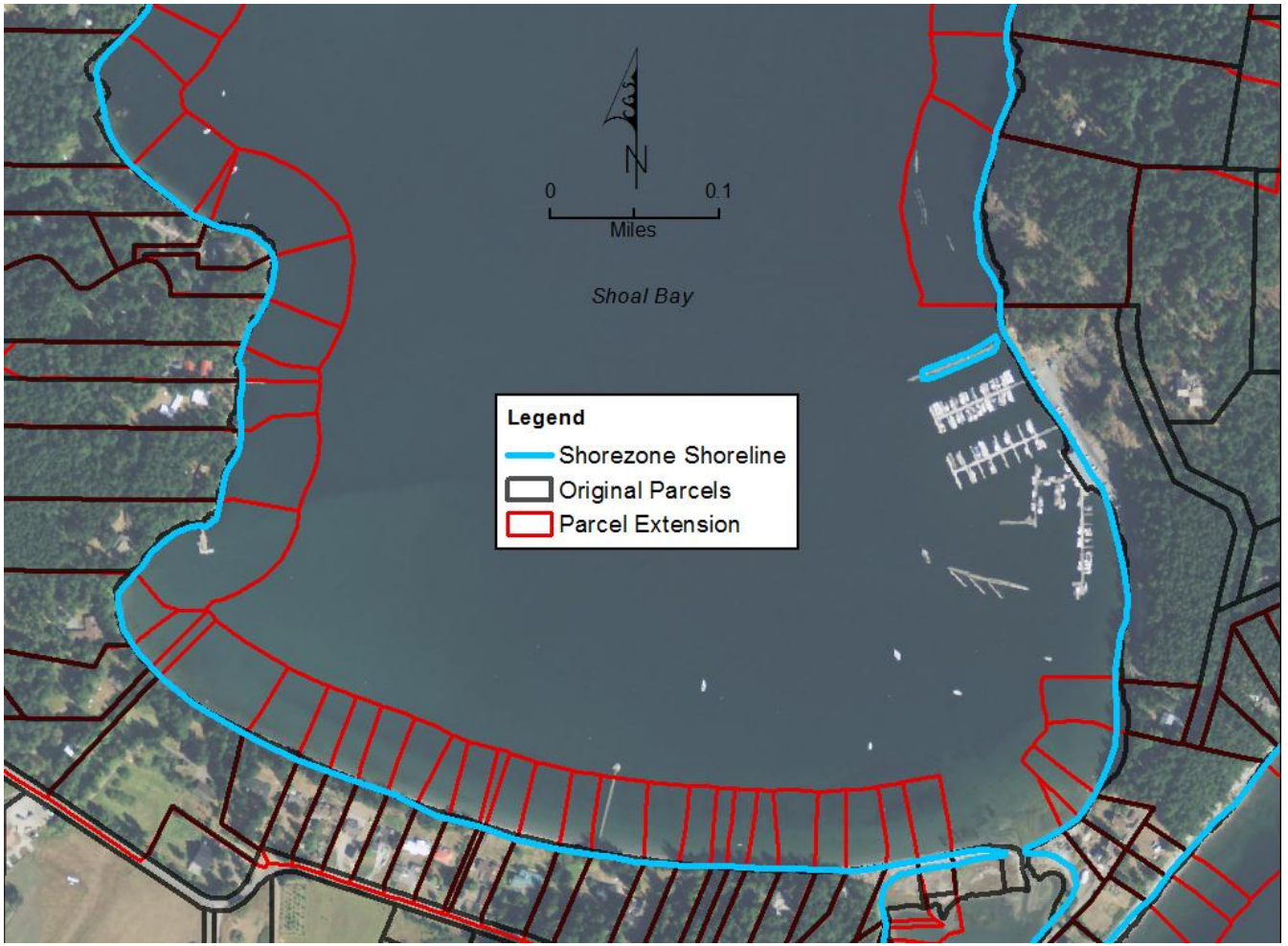
Pre-processing

- Compiled Shoretype Layer
  - Within drift cells: CGS Feeder bluff mapping (MacLennan et al. 2013)
  - Modified shores: where unknown by CGS used Change Analysis
  - No Appreciable Drift areas: incorporated pocket beaches in to bedrock areas
- Compiled Armor Layer
  - CGS armor from Feeder bluff mapping (MacLennan et al. 2013)
  - Change Analysis for NAD areas and Island County (Simenstad et al. 2011)
  - Friends of the San Juans (FOSJ 2010)
- Created Erosion Potential Layer (Shoretype + Exposure)

Wave Energy	FBE	FB	TZ	AS/BAB	NAD-LE	PB	NAD-B
Low	Med EP	Med EP	Low EP	Low EP	No EP	Low EP	No EP
Med	High EP	Med EP	Med EP	Low EP	No EP	Low EP	No EP
High	High EP	High EP	Med EP	Med EP	No EP	Med EP	No EP

Methods

Parcel boundaries extended waterward to link data



Methods

Data linkages performed

Parcels returned to original geometry

Parcel attributes populated and segments assigned

- Dominant shoretype, subdominant shoretype
- Erosion potential
- Documented forage fish spawning
- PSNERP strategy, Drift cell, percent armored feeder bluffs
- Armor P/A, Armor length
- House present
- Shoreline length
- Site and ownership address
- County
- Segment

Results

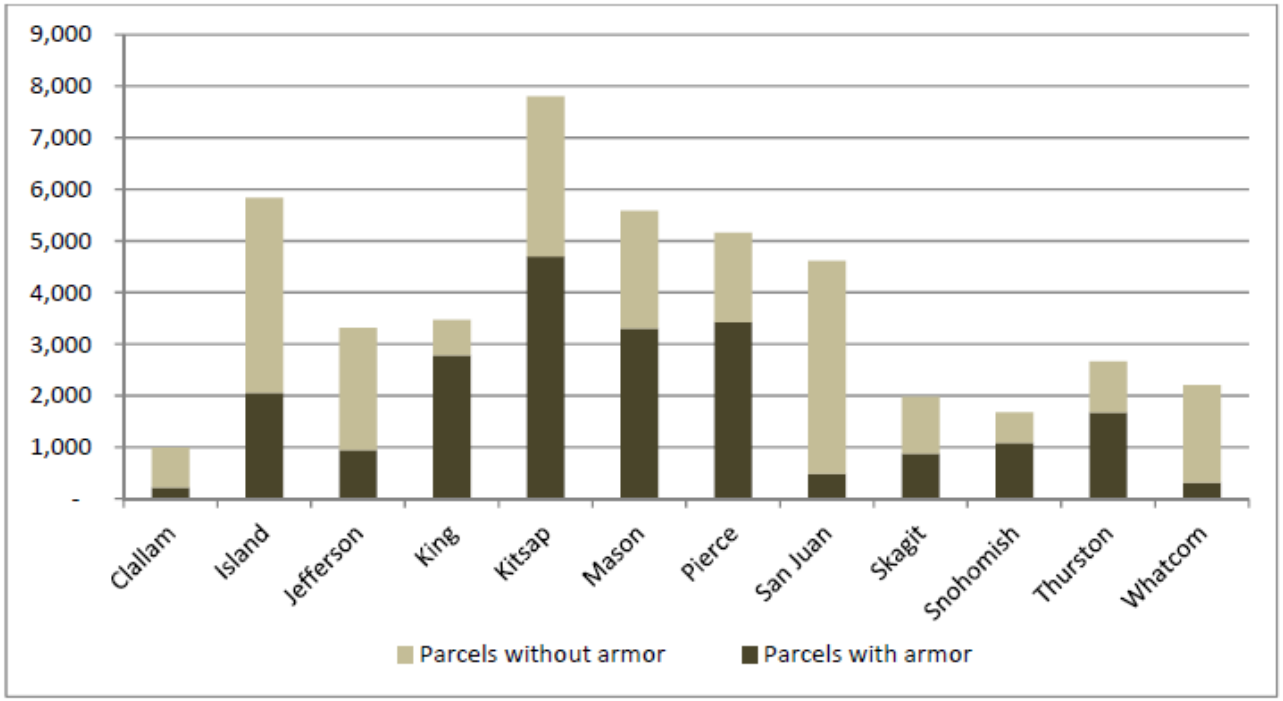
General distribution of shoreline parcels Sound-wide

County	Number of parcels	Shore length in mi	% of parcels Sound-wide	Min length in ft	Max length in ft	Mean length in ft
Clallam	991	46.1	2%	16	4,863	245
Island	5,831	136.9	13%	5	3,918	124
Jefferson	3,313	119.1	7%	6	4,979	190
King	3,463	69.2	8%	1	5,076	106
Kitsap	7,806	201.0	17%	4	6,544	136
Mason	5,584	157.2	12%	0	11,764	149
Pierce	5,156	141.5	11%	4	9,053	145
San Juan	4,608	282.3	10%	6	33,476	323
Skagit	1,979	63.1	4%	2	5,828	168
Snohomish	1,675	36.5	4%	4	3,204	115
Thurston	2,663	82.1	6%	5	3,013	163
Whatcom	2,207	58.8	5%	4	4,810	141
Sound-wide	**45,276**	**1,393.8**	**100%**	**0**	**33,476**	**163**

Results

Armored and Unarmored parcels

- 48% of all parcels were mapped as armored = 29% of shore length
- King, Kitsap, Pierce, Snohomish, Mason and Thurston Counties >50% armored
- Most unarmored parcels in Clallam, Island, Jefferson, San Juan and Whatcom Counties



Results

Armor, Shoreline length & Shoretypes

- Smaller parcels (<1 acre) are 50% more likely to be armored than parcels greater than 1 acre
- Parcels with armor are typically 80% or more armored
- Transport zones (60%) are more armored than any other shoretype
- <40% of parcels with Feeder bluffs and Accretion Shoreforms are armored

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Results

Forage fish spawning

- 26% of shoreline parcels, 58% of which are armored
- >50% of the parcels with forage fish spawn are armored in all counties but Clallam, Jefferson, San Juan and Whatcom Counties
- Thurston, Mason, Kitsap, and Island Counties have the most armored forage fish spawning habitat by length

Results

Forage fish & feeder bluffs

- 2,006 parcels with armored feeder bluffs with forage fish spawning
  - 38 miles
  - Kitsap (461 parcels, 8.3 miles)
  - Mason Counties(439, 8 miles)
  - Thurston (333, 6.7 miles)

Results

Segment population distribution

Segment number	1	2	3	4	5	6	7	8	9
Armor Status	No Armor				Armor				
Home	No Home		Home		No Home		Home		
Erosion potential	None	Low - High	None	Low - High	None	Low - High	None	Low-Mod	High
Clallam	3%	5%	1%	3%	1%	2%	0%	1%	7%
Island	3%	14%	2%	22%	3%	10%	2%	10%	9%
Jefferson	12%	16%	7%	9%	17%	6%	6%	4%	7%
King	0%	6%	0%	3%	1%	16%	2%	13%	13%
Kitsap	12%	14%	9%	14%	38%	17%	45%	20%	3%
Mason	13%	15%	6%	9%	10%	16%	8%	16%	2%
Pierce	12%	9%	7%	6%	11%	15%	19%	16%	6%
San Juan	23%	4%	50%	12%	2%	1%	2%	2%	7%
Skagit	1%	1%	5%	6%	1%	1%	5%	4%	28%
Snohomish	3%	4%	1%	2%	4%	7%	2%	5%	5%
Thurston	10%	3%	6%	3%	7%	7%	7%	8%	0%
Whatcom	8%	8%	5%	9%	5%	2%	2%	1%	14%
Sound-wide	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Data Limitations

Source data errors are carried forward

Parcel error

- Accuracy varies by jurisdiction
- Parcel geometry precision
- Ownership data (reflects 2009 most areas)

Spatial error

- Euclidian allocation method – minor error
- Armor – minimum mapping unit 20ft, age of original armor data (1999-2013)
- Forage fish spawn data – false negatives

Opportunities to refine

- New armor data (data set accuracy varies greatly)
- Interim parcel tool for linking with updated data
- New home construction, new ownership data
- Corrected/cleaned owner address data

Recommendations

- 48% of residential parcels are armored
- Most are entirely armored or unarmored
  - Partial armor removal may be feasible at many parcels
- Transport zones are most commonly armored
- 58% of the forage fish spawning areas (on residential property) is armored
  - Armor removal and/or replacement with soft-shore should be a priority
- ~6,000 parcels with armored feeder bluffs
  - 2,000 also include forage fish spawning
    - 843 parcels (across 32 miles) do not have a home present
- Value and utility of the database can improve with updates/polish

Parcel Owner Characteristics

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Methodology

- Literature Review (C+C)
  - Current and past research
  - Case studies
  - Public opinion polling

- Parcel owner characteristics

  (Futurewise)
  - 2012 Washington State parcel database
  - WA Statewide Voter Registration Database

Literature Review Highlights

- Have a strong emotional attachment to the waters where they live.
- Most want to “do the right thing”
- Strong interest in financial incentives
- Permitting issues (hassle factor, cost, time)
- Concerns about
    - Erosion
    - Health of beach
    - Drainage issues

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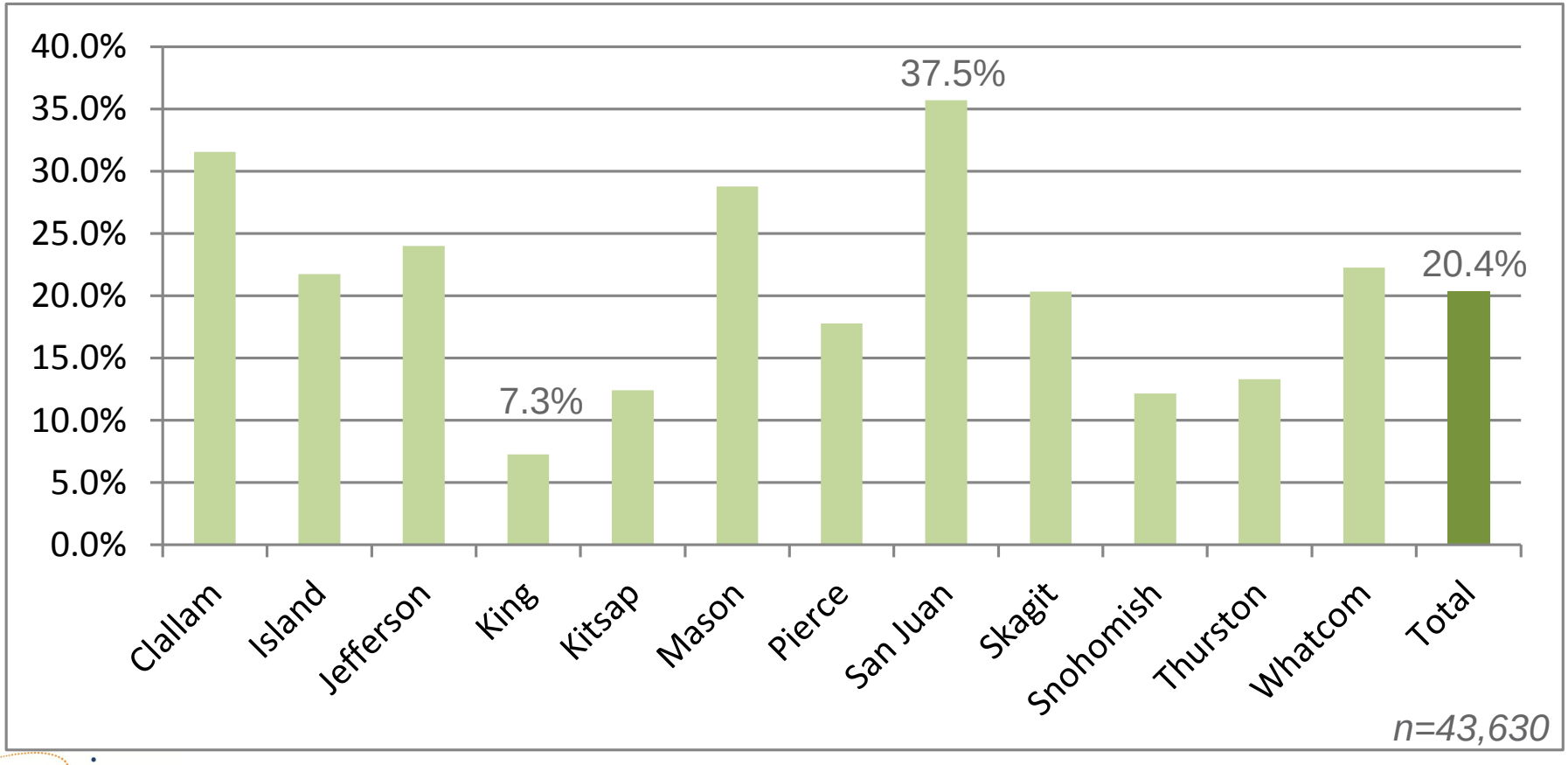
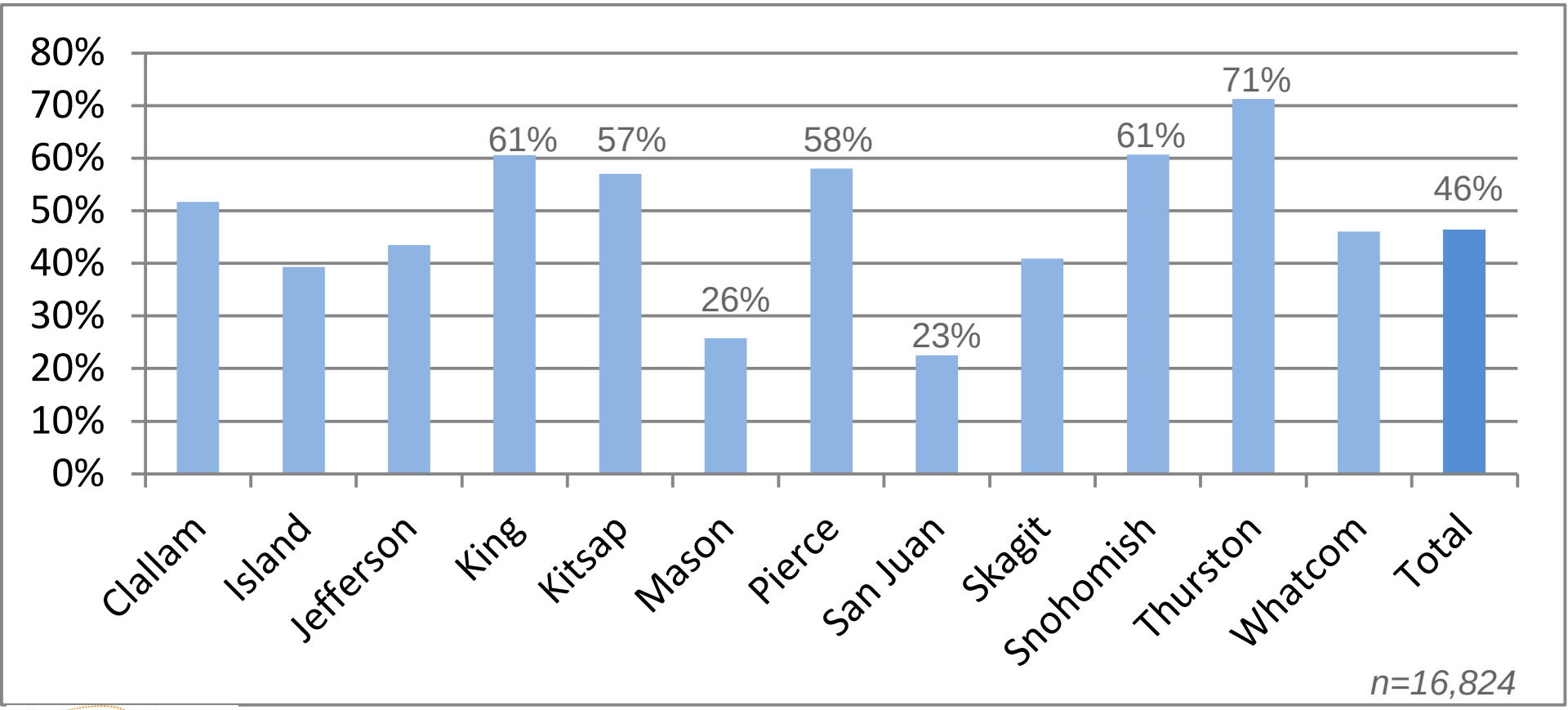
1/5 of parcels are held in legal structures (trusts, living estates)



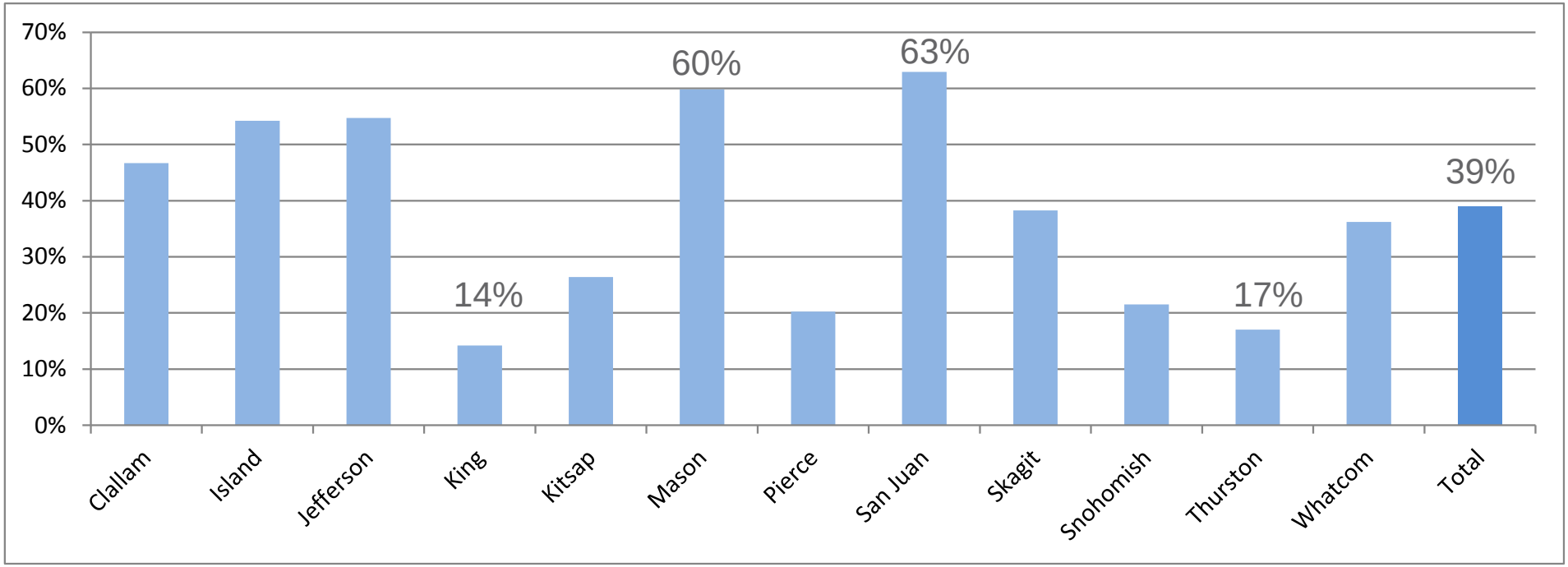
Percentage of parcels held in trusts

About 46% of the parcels with homes are owner occupied



Percentage owner occupied parcels

39% of parcels are owned by persons living outside of the county

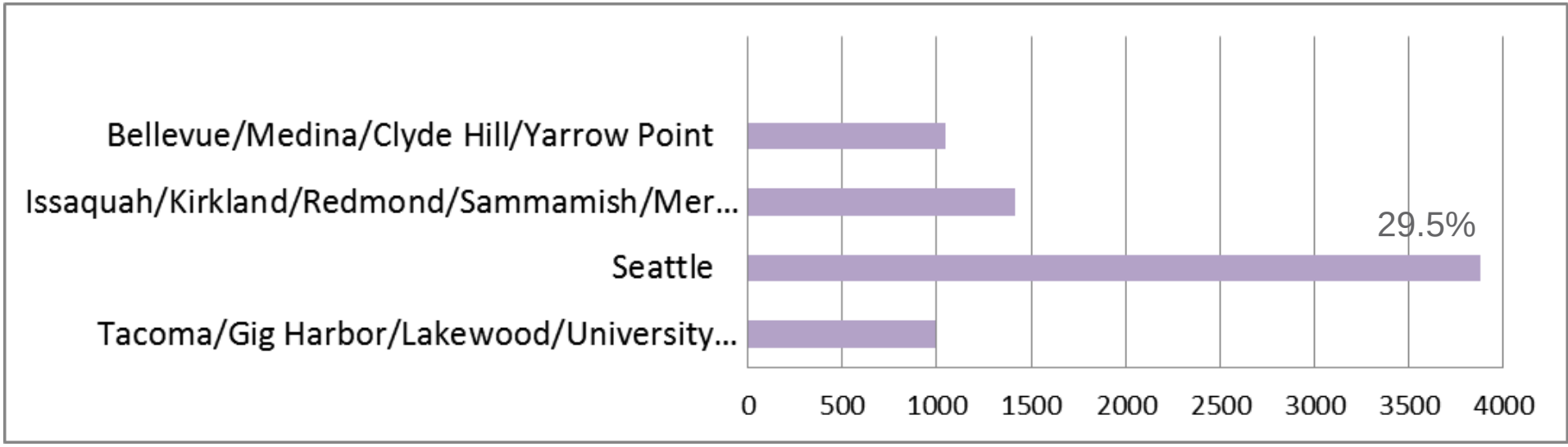


n=43,630

Percentage of parcels owned out of county

Highest numbers of out-of-county owners: Seattle, E King Co., Tacoma

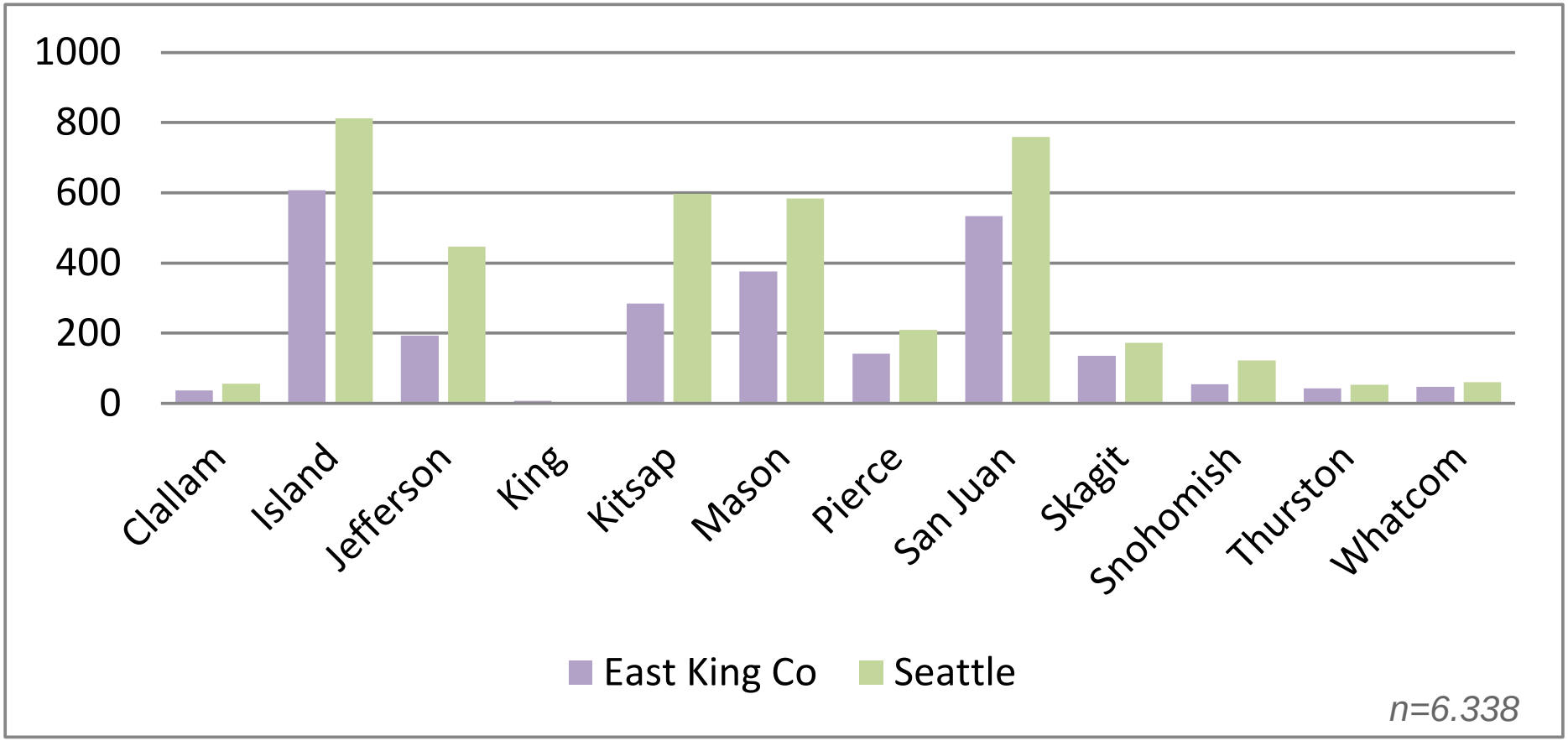
Seattle=8.9% of ALL shoreline parcels



n=13,137

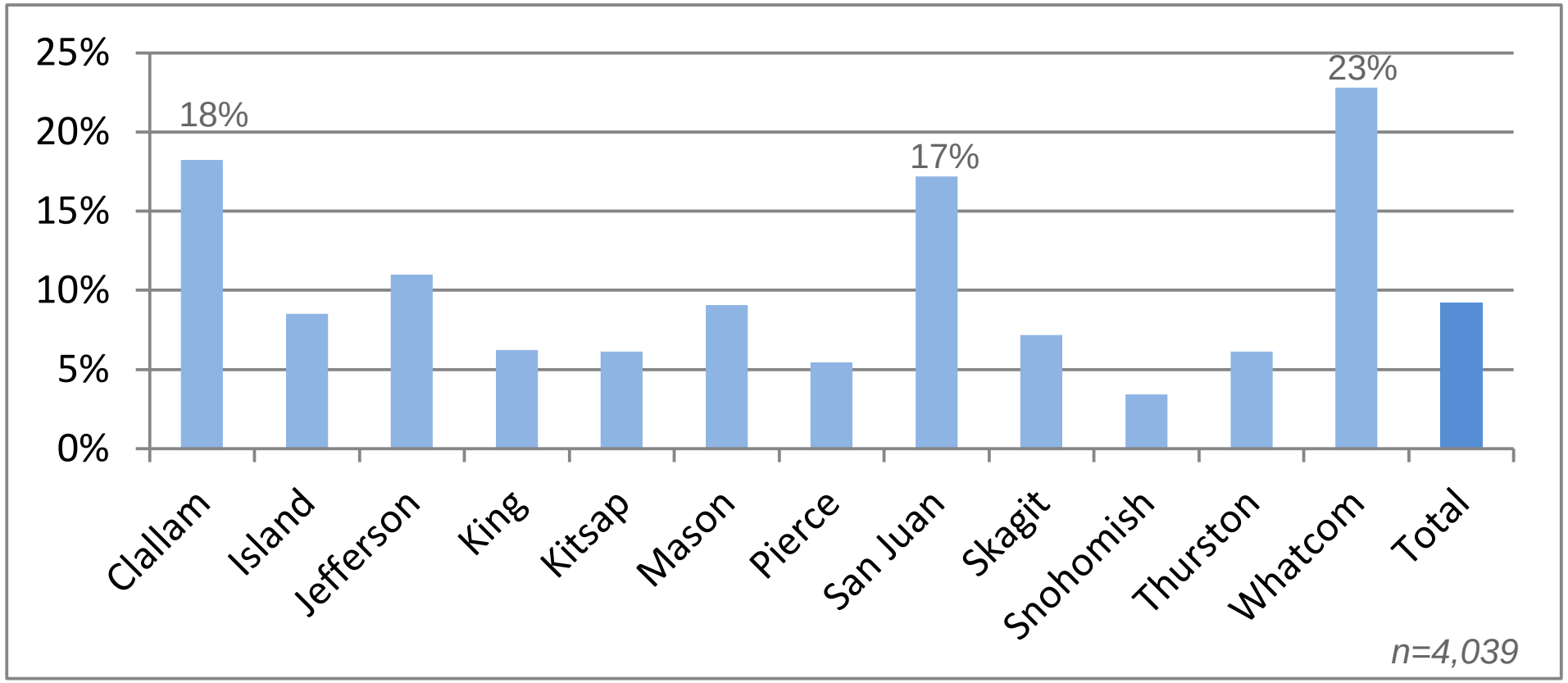
Seattle & E King Co: highest ownership in Island and San Juan

(outside of King Co)



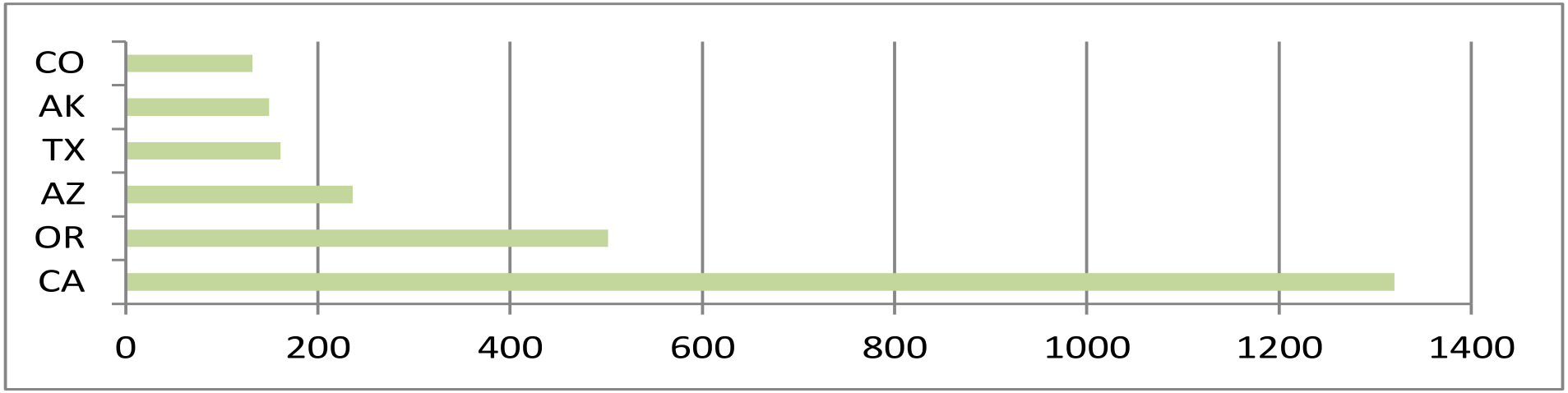
Where Seattle and East King County residents own homes

9% of parcels are owned by persons living outside of state/US



Percentage parcels owned by out of state owners

Out of state owners: California #1



n=2,500

Out of state owners: top locations

Canadian owners

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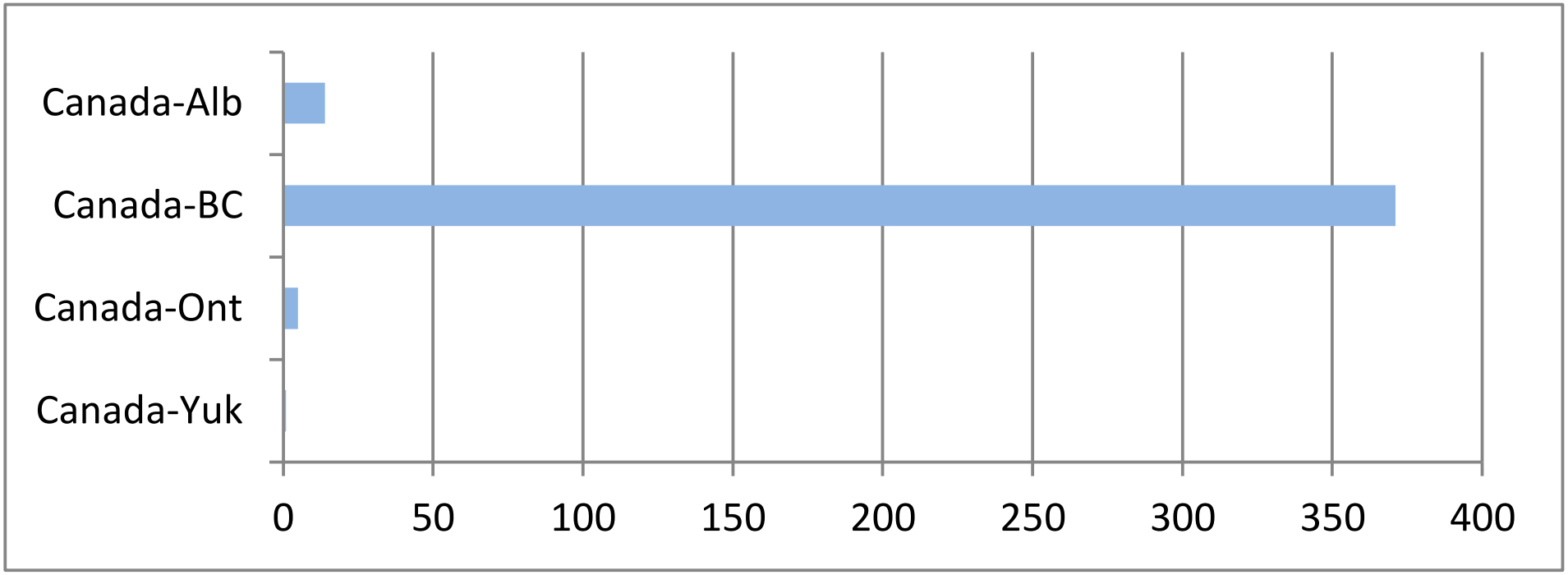
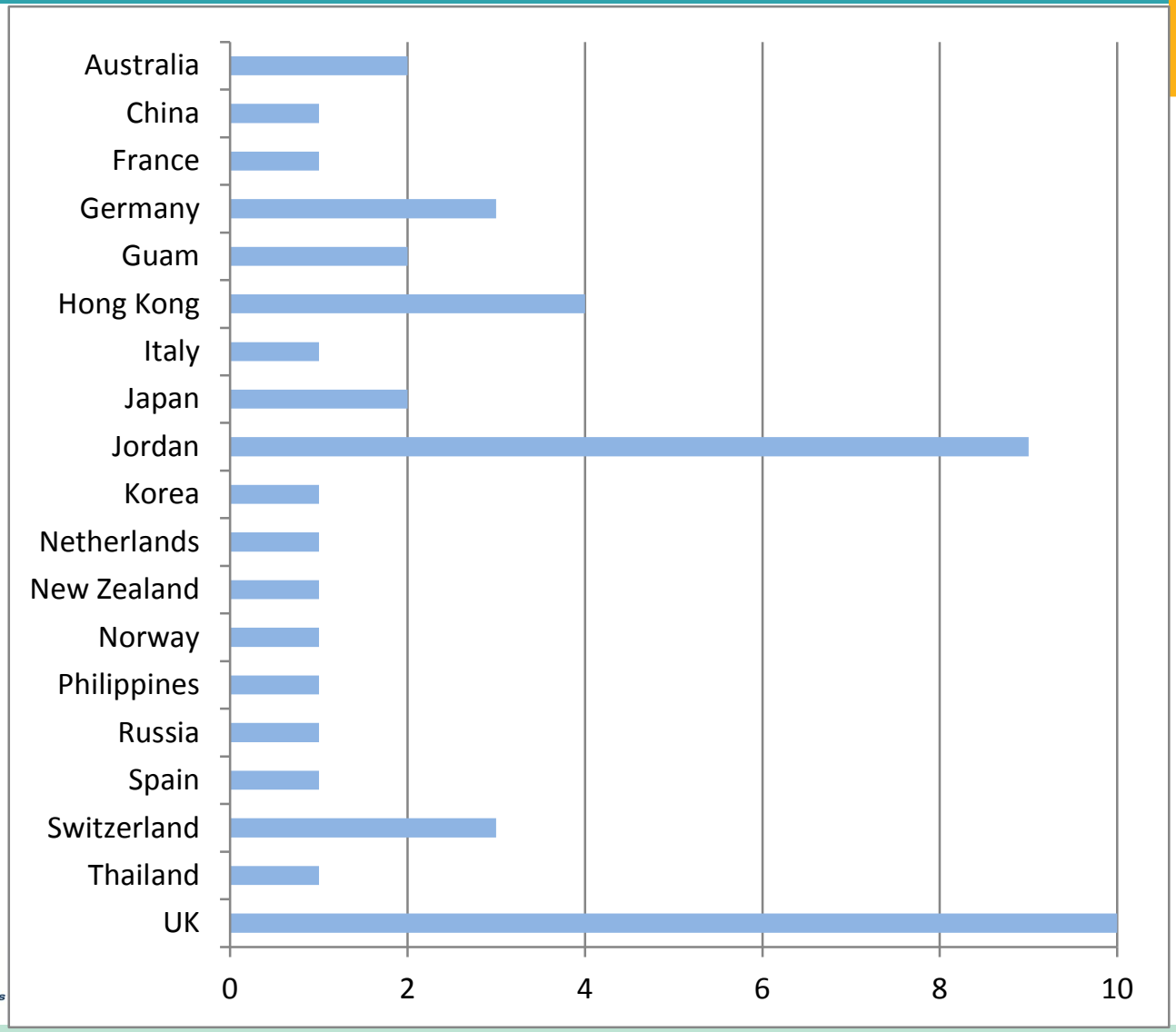
Whatcom = 316



n=319

Parcels owned by Canadian owners

Other international owners



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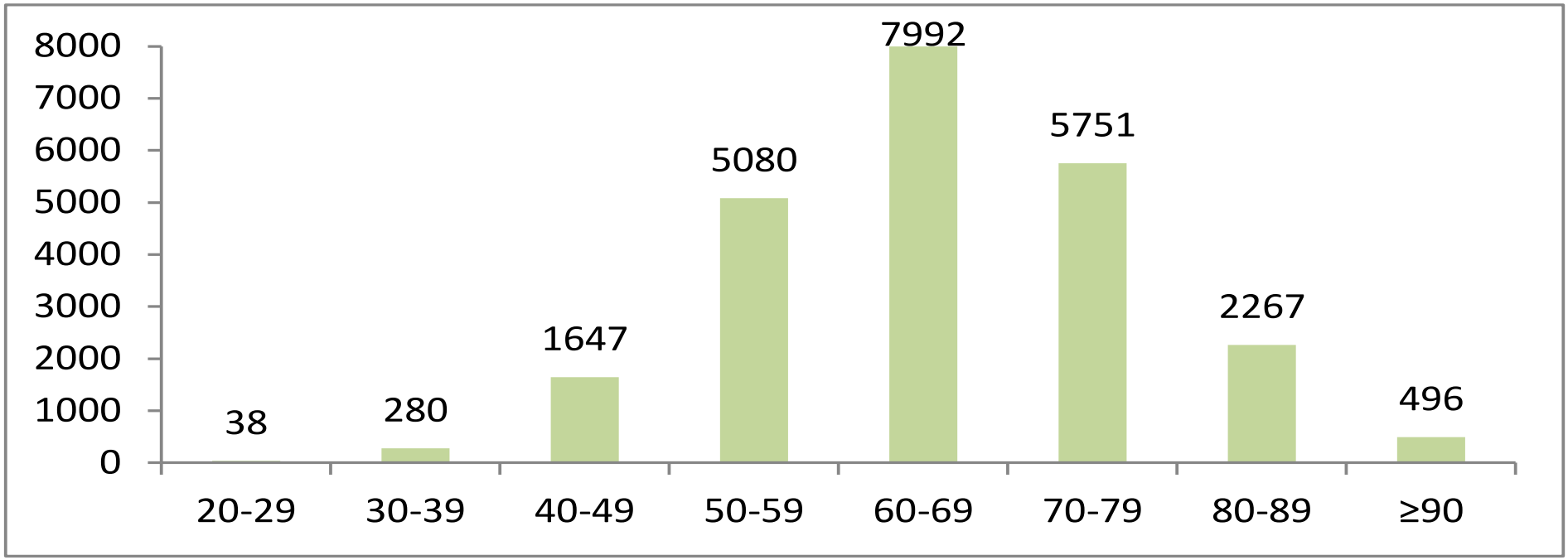
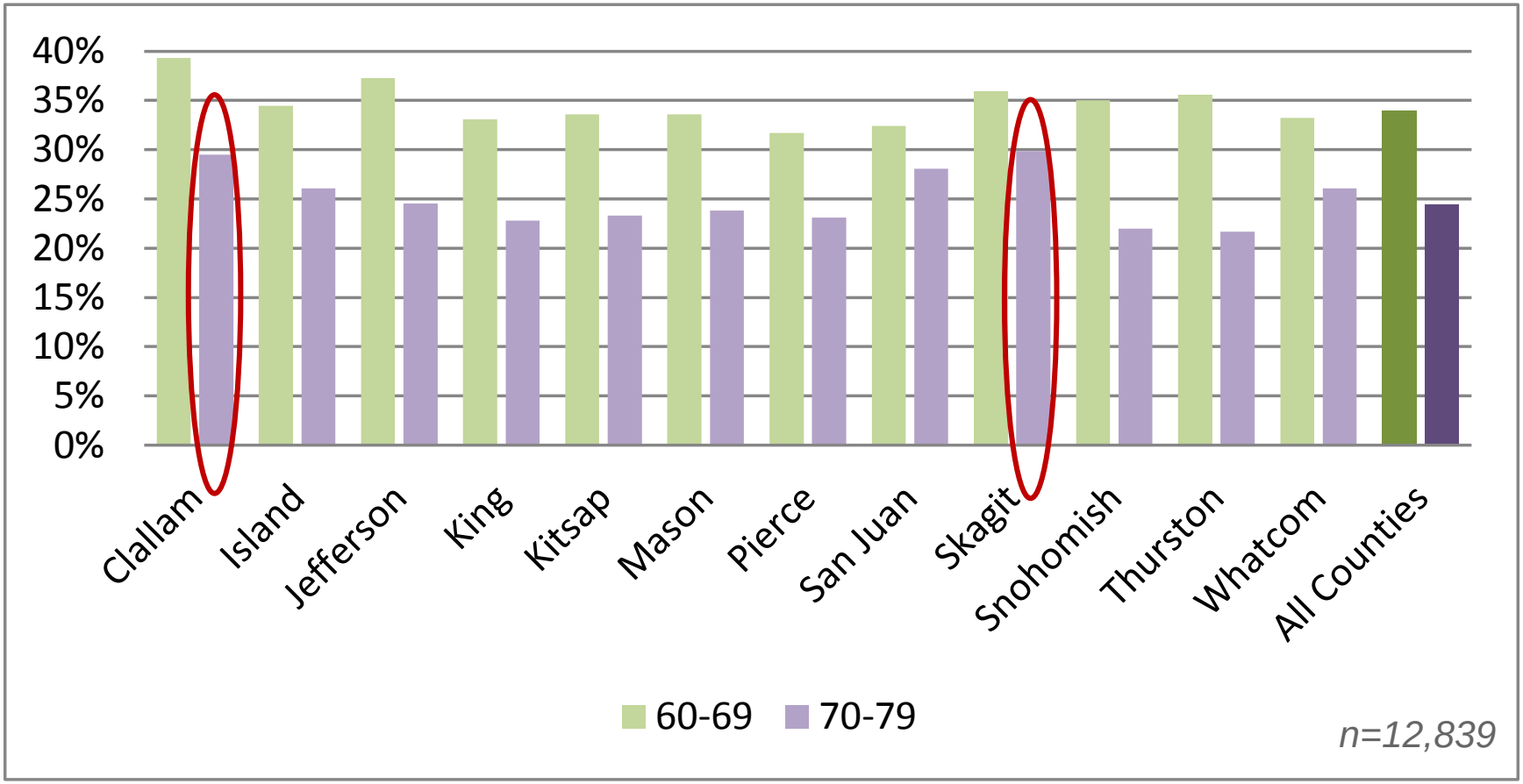
Shoreline property owners are seniors



n=23,551

Age of owners

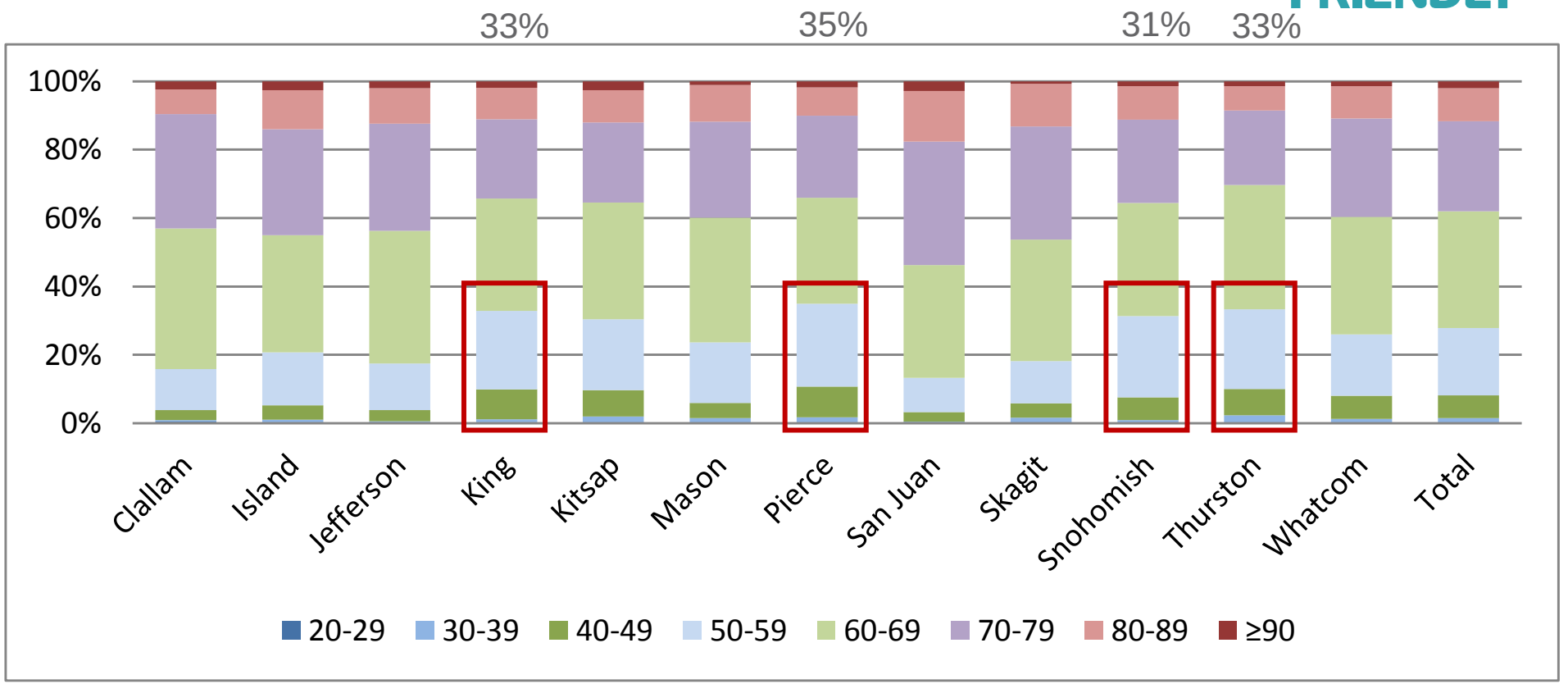
Shoreline property owners oldest: Skagit and Clallam



60-69 and 70-79 year old shoreline parcel owners

Youngest owners (<60 years old)

owner occupied parcels

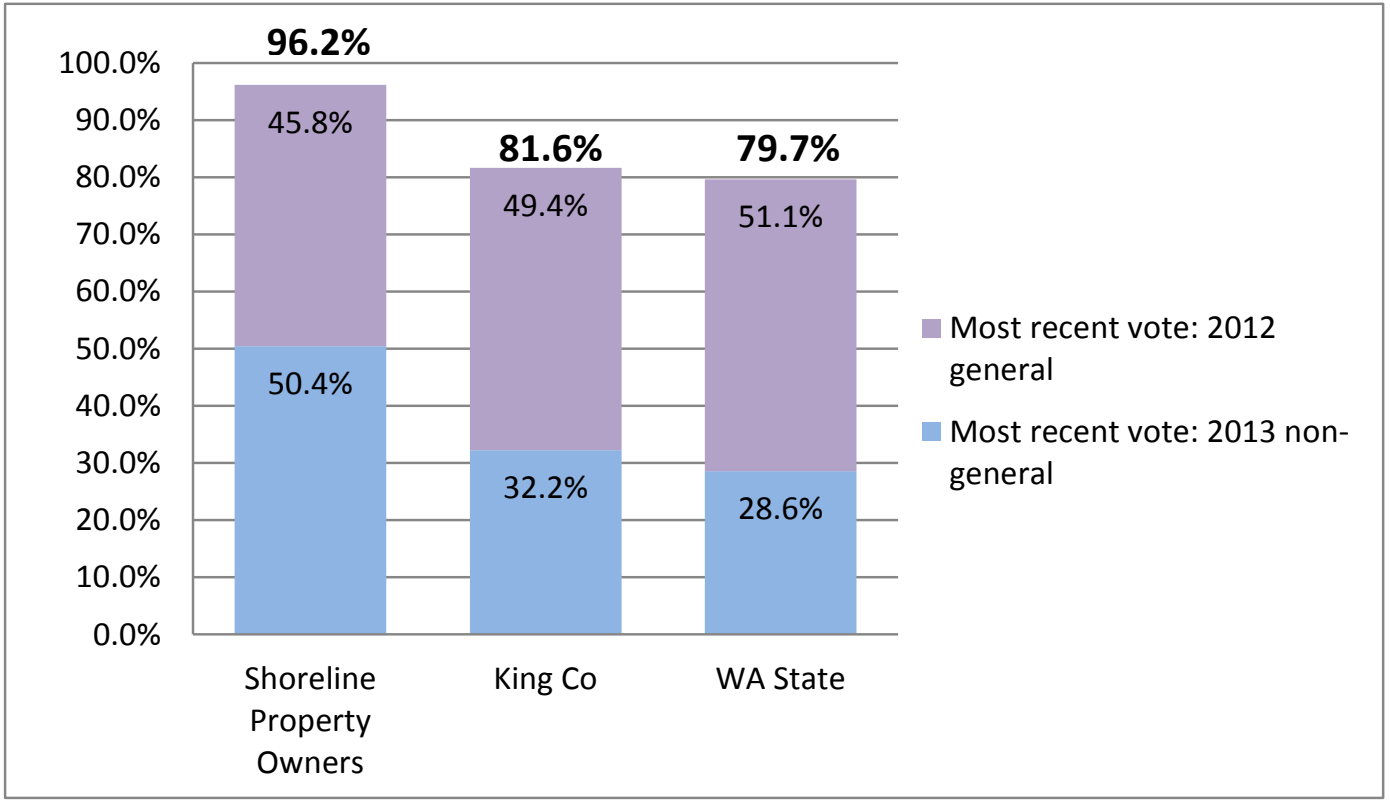


n=12,839

Parcel owner age distribution by parcel county

Shoreline property owners are highly active voters

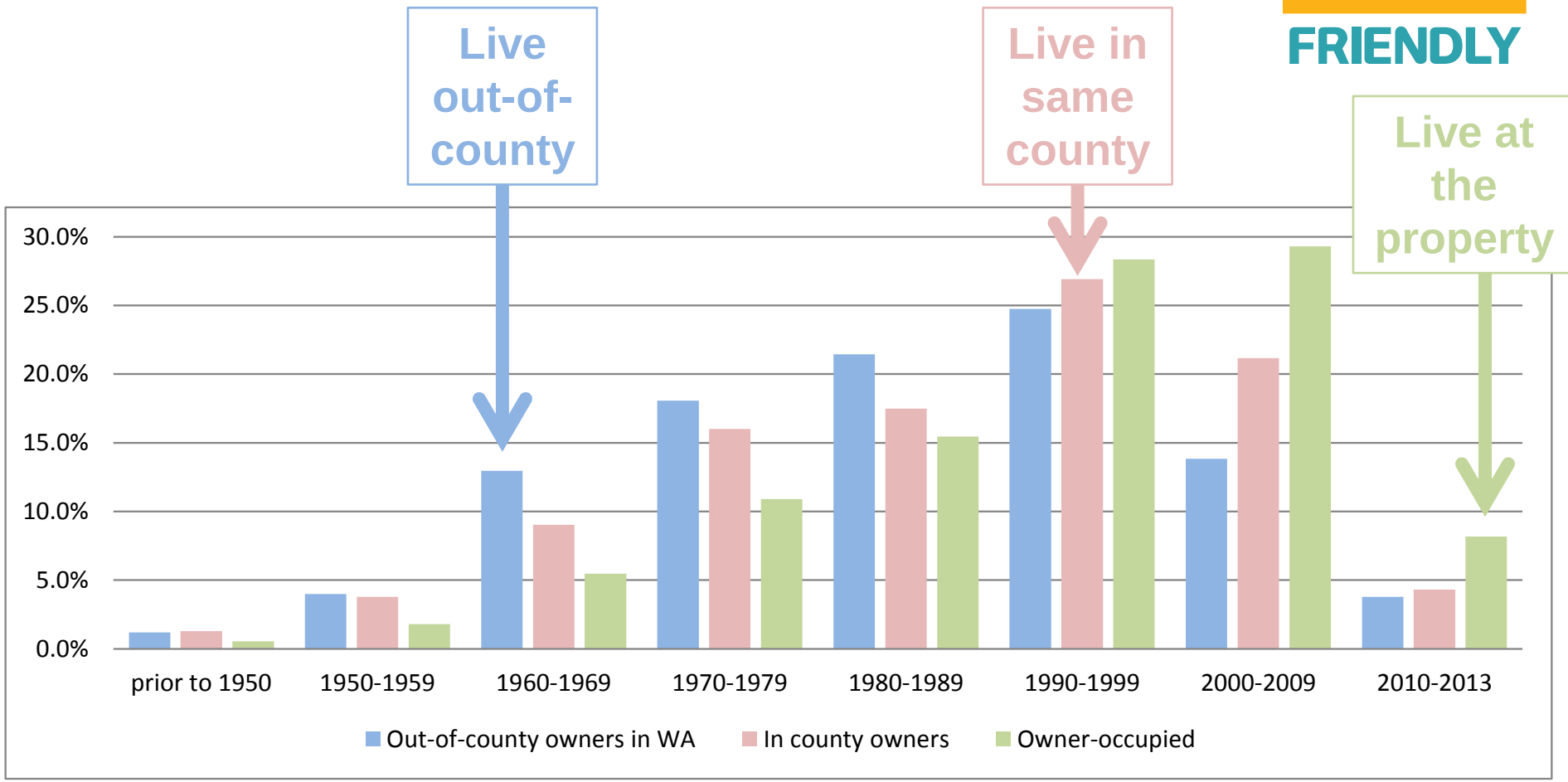
Shoreline parcel owner total n= 25,335; King County total n= 1,036,635; WA State total n= 3,778,206



Voting activity of currently registered voters

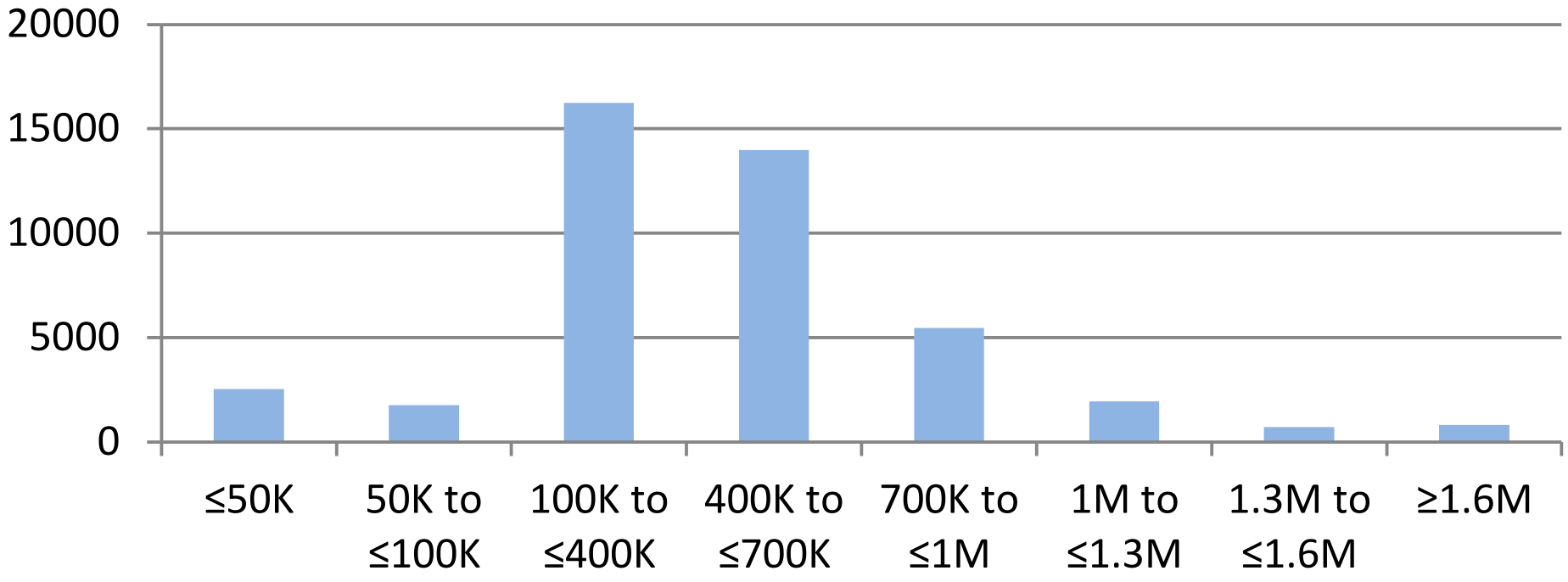
Out-of-county owners have lived in their counties longer than those who live in county or at parcel

Out of county owners n = 8,190; in-county owners n= 4,881; owners who live at their property n = 14,684



Minimum length of residence

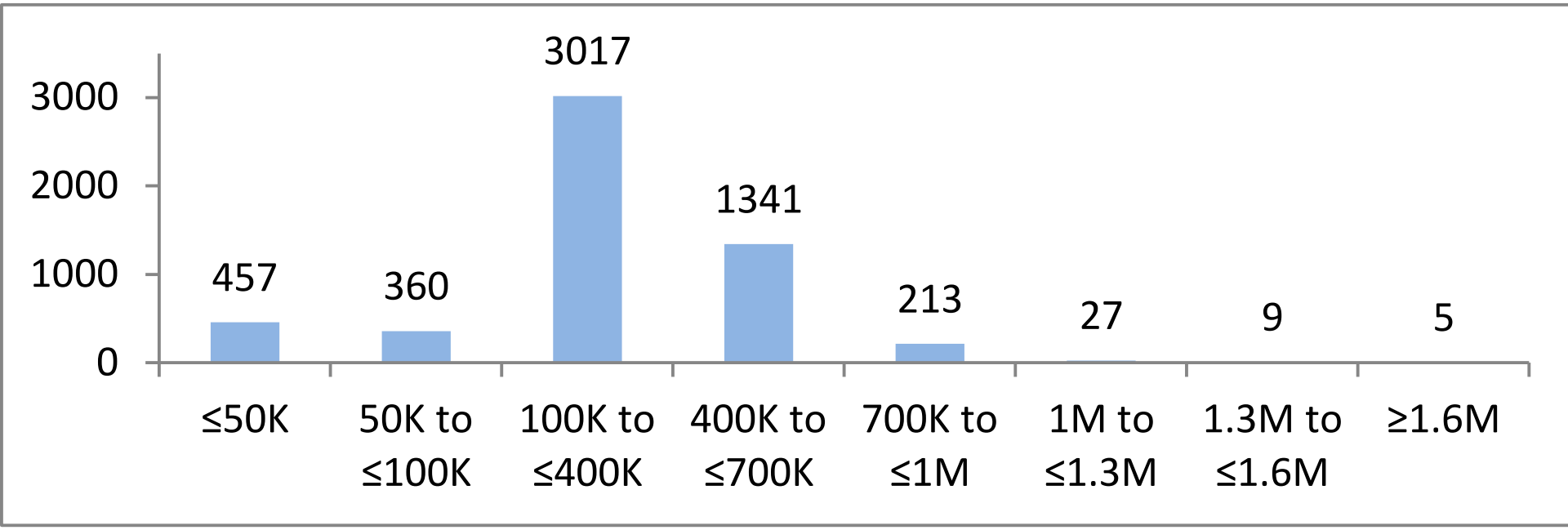
Value (land and improvements) of most parcels: $100,000-$700,000



n=43,437

Market value of improvements and land (total value)

Value (land and improvements) of most parcels: Mason County

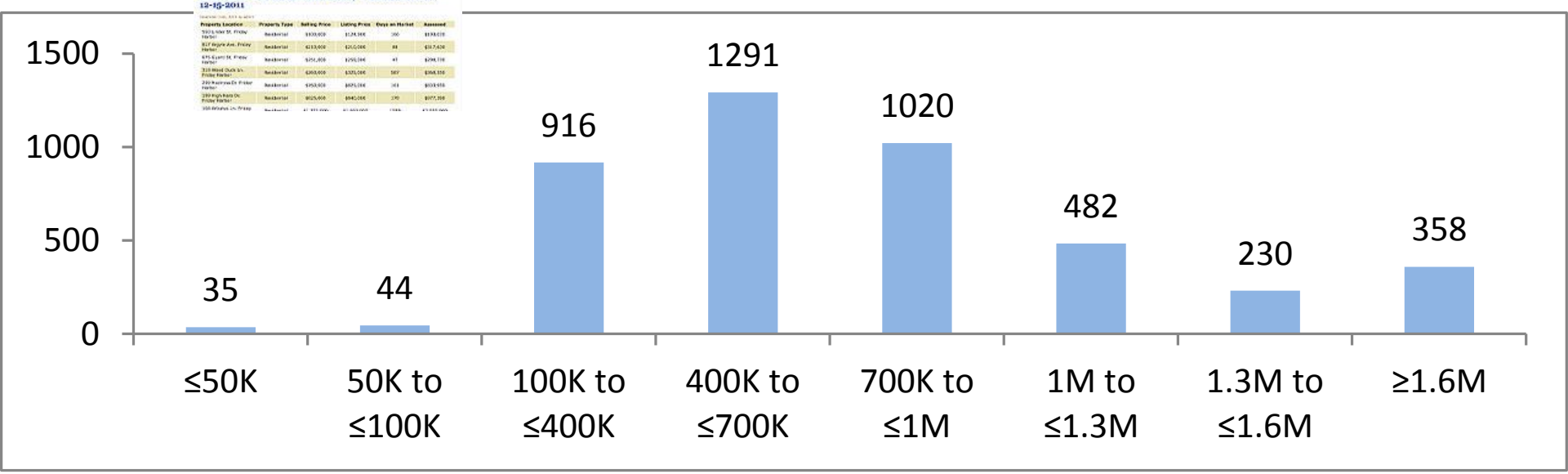


n=5,429

Market value of improvements and land (total value)

Value (land and improvements) of most parcels: San Juan County

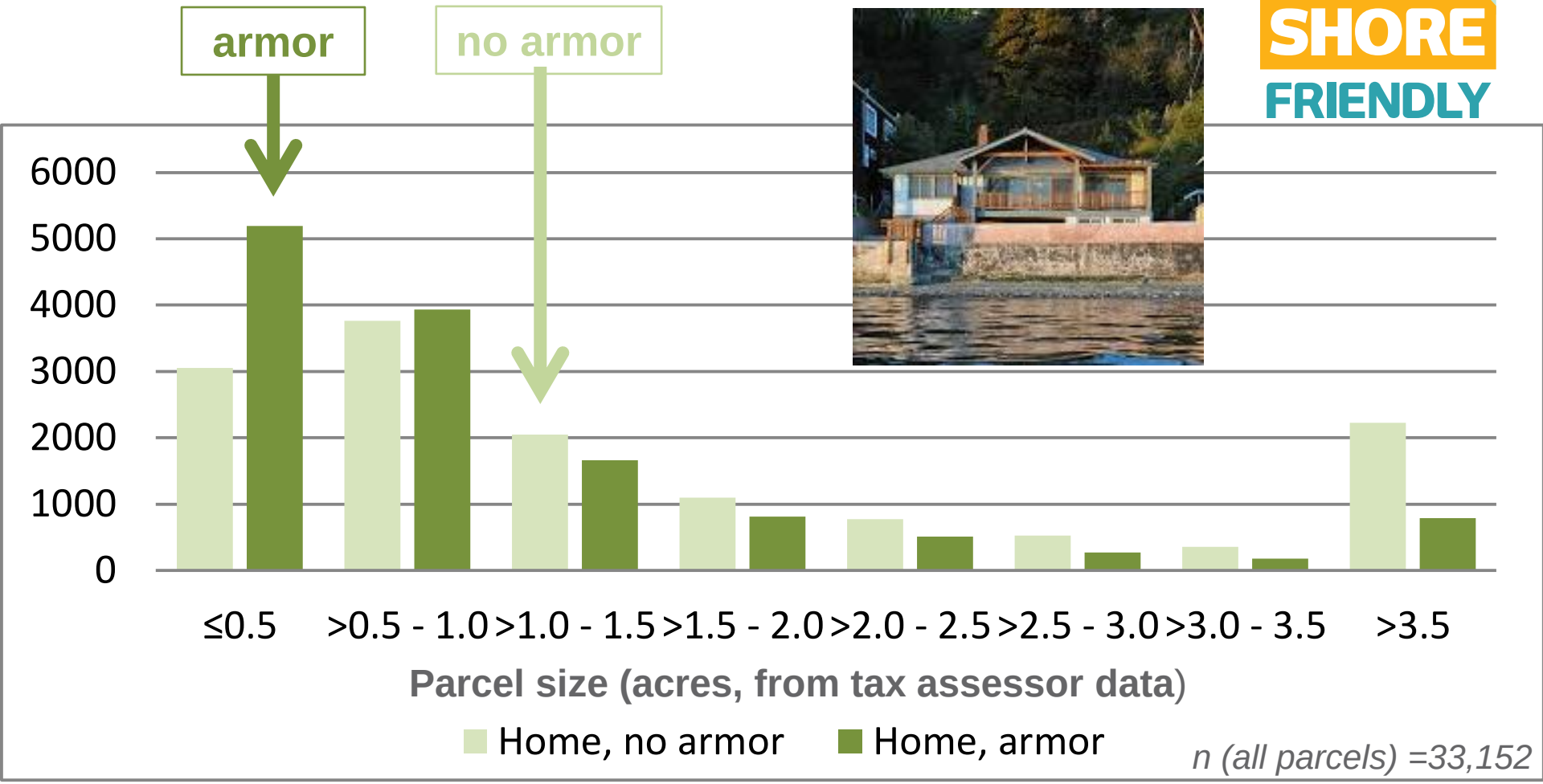
48% of properties valued over $700,000



n=4,387

Market value of improvements and land (total value)

Smaller parcels (w/homes) are more likely to have armor than larger



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Comparison of homes and armor with parcel size

Smaller parcels (w/homes) are more likely to have armor than larger

Comparison of homes and armor with parcel size

In sum, large numbers of parcels are…

- Owned in legal structure of some nature
- Owner occupied (46%)
- Of those owned out of county:
  - Highest: Seattle, E. King County and Tacoma area
- In the range of total value $100-$700k (land and structure)
- If have home, more likely to have armor if ≤ 1 acre
- Owners are:
  - Older
  - Are active voters
  - Are longer-term residents if out of county and shorter-term residents if in-county

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Target Behaviors

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A Word About Behaviors

Behaviors selected based on:

- Impact to the environmental issue
- Size of the potential market
- Willingness to perform

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Recap of Audience Segments

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	NO ARMOR				ARMOR				
	No Home No Erosion Potential 1	No Home L,M,H Erosion Potential 2	Home No Erosion Potential 3	Home L,M,H Erosion Potential 4	No Home No Erosion Potential 5	No Home LMH Erosion Potential 6	Home No Erosion Potential 7	Home LM Erosion Potential 8	Home H Erosion Potential 9
# Parcels	1317	4823	4057	13,026	222	2,370	1,539	17,273	470
% Length	9%	14%	15%	24%	1%	6%	4%	26%	<1%
% Parcels	3%	11%	9%	29%	<1%	5%	3%	38%	1%
% Armored	0%	0%	0%	0%	42%	68%	63%	83%	81%

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Primary Behaviors

Significance of Segment 4 and Segment 8 led to primary behaviors:

- Leave shore unarmored
- Remove all hard armor
- Remove a portion of hard armor
- Replace armor with soft-shore protection

Supporting Behaviors

For outreach workers to consider influencing:

- Maintain native vegetation (trees, shrubs, groundcover, backshore)
- Plant native vegetation (trees, shrubs, groundcover, backshore)
- Reduce surface water runoff reaching bluffs
- Build a generous setback (further from shoreline than current regulations require)
- Install soft-shore protection on unarmored property
- Move home further from the shoreline
- Obtain professional advice

Primary Behaviors by Segment

	NO ARMOR				ARMOR				
	No Home No Erosion Potential 1	No Home L,M,H Erosion Potential 2	Home No Erosion Potential 3	Home L,M,H Erosion Potential 4	No Home No Erosion Potential 5	No Home LMH Erosion Potential 6	Home No Erosion Potential 7	Home LM Erosion Potential 8	Home H Erosion Potential 9
Leave Unarmored	x	x	x	x					
Remove All Hard Armor					x	x	x	x	
Remove Portion Hard Armor						x		x	x
Replace Armor w/ Soft-Shore Protection						x	x	x	

Secondary Behaviors by Segment

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	NO ARMOR				ARMOR				
	No Home No Erosion Potential 1	No Home L,M,H Erosion Potential 2	Home No Erosion Potential 3	Home L,M,H Erosion Potential 4	No Home No Erosion Potential 5	No Home LMH Erosion Potential 6	Home No Erosion Potential 7	Home LM Erosion Potential 8	Home H Erosion Potential 9
Maintain native vegetation	x	x	x	x	x	x	x	x	x
Plant native vegetation	x	x	x	x	x	x	x	x	x
Reduce surface water runoff		x	x	x		x		x	x
Build a generous setback	x	x			x	x			
Install soft-shore protection on unarmored property	x	x	x	x					
Move home further from the shoreline				x				x	x
Obtain professional advice	x	x	x	x	x	x	x	x	x

Shoreline Landowner Survey Findings

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Research Methods

Survey conducted in January and February 2014

- Mail and phone recruitment
- Online and phone administration
- Stratified by segment
- 74 questions
- 30% response
- n=1,164

Owner characteristics

Among 1,164 respondents:

- Mostly male respondents (68%)
- Most were retired (59%)
- Most 65 years old or more (58%)
- College degrees (81%)
- Six figure incomes (41%)

Property characteristics

Among 1,164 respondents:

- Year-round home (59%)
- Owned for 20+ years (54%)
- 42% with armor
- 42% low or no bank
- Key concerns: erosion and regulation

Targeted behaviors

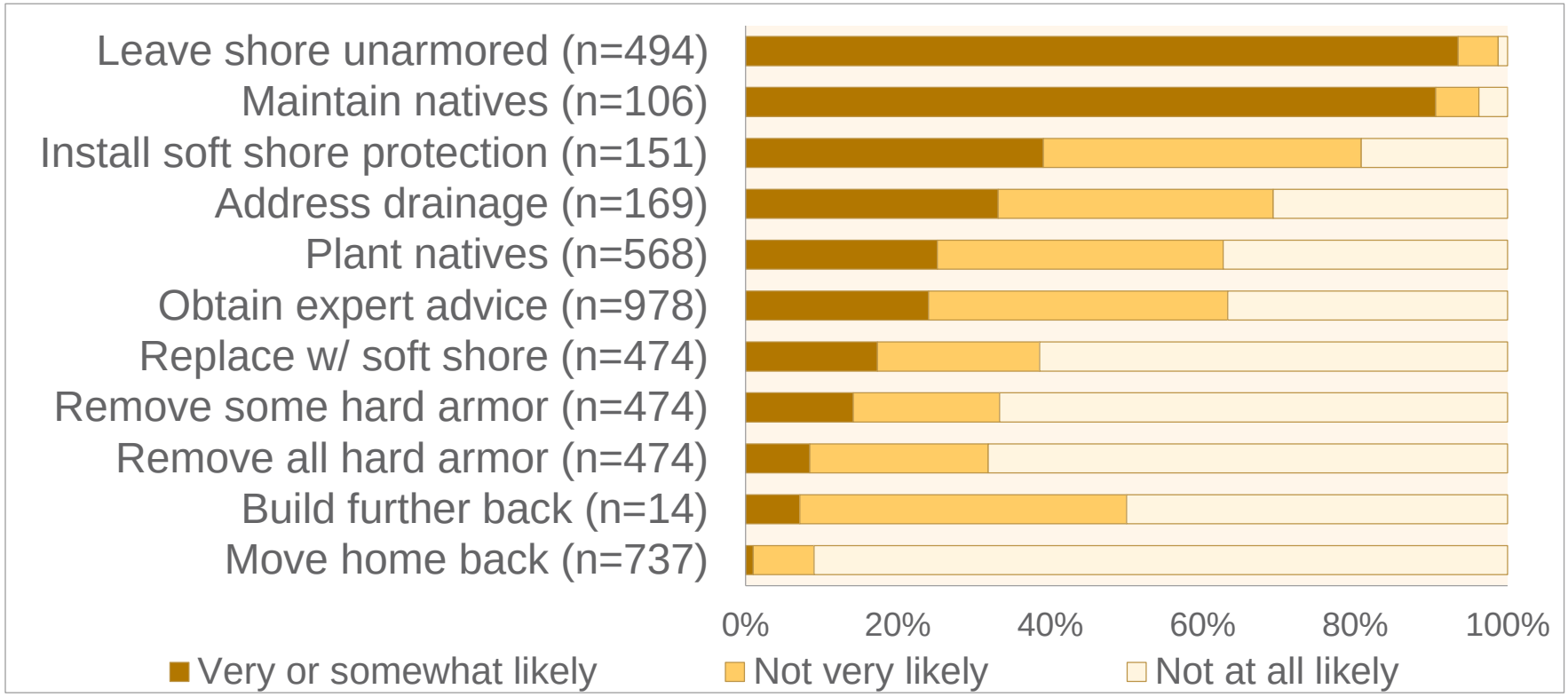
Depending on parcel characteristics

- Remove armor (all or some)
- Leave unarmored shoreline
- Obtain expert advice
- Maintain native vegetation
- Plant native vegetation
- Address water drainage
- Build/move buildings further from shoreline
- Install soft-shore protection

Shoreline landowners behavior

Frequency of behaviors	
Removed all or a portion of existing armor	2%
Sought professional advice from planner or permitting official	16%
Home is further from shoreline than regulations require	33%
Did something to reduce drainage reaching bluffs	39%
Planted native vegetation	51%
Has left unarmored shoreline as is	58%
Has maintained native vegetation (rather than removing it)	89%

Likelihood of behavior



APPLIED RESEARCH NORTHWEST

Leaving shore unarmored

Erosion Concerns	n	%
None	185	27%
Concerned, has not considered how to address	260	38%
Concerned, has not considered armor	152	22%
Concerned, has considered armor but no plan to install	71	10%
Concerned, plans for armor in next 5 years	11	2%

Leaving shore unarmored (n=488)

- Barriers
  - Substantial changes in erosion (59%)
  - Concerned that the property was not protected from erosion (55%)
  - Storms, waves or tides changing the shoreline dramatically (50%)
- Motivators
  - Being confident the property would be protected or enhanced by it (54%)
  - Enjoying the natural look of it (46%)
  - Providing healthy habitat for fish and wildlife (42%)

Engineered soft-shore protection

Unarmored property owners:

- Familiar with the practice (59%)
- Among those with erosion concerns and plans to address it, considered having engineered soft-shore installed (22% of all unarmored)
- Very or somewhat likely to install (9% of all unarmored)

Engineered soft shore protection

- Barriers for unarmored owners
  - Regulatory and permitting difficulties (57%)
  - Expense (55%)
  - Concerned property would not be protected (41%)
- Motivators for unarmored owners
  - Being confident the property would be protected or enhanced by it (60%)
  - Getting a tax break or reduced fees (46%)
  - Streamlined permitting (30%)

Removing armor

Ever considered…	%
Removing all or part armor and letting the beach naturalize	4%
Replacing with engineered soft shore protection	11%
Never considered removing or replacing	84%

APPLIED RESEARCH NORTHWEST

Removing/replacing armor

- Barriers
  - Concerned property would not be protected (61%)
  - Expense (54%)
  - Regulations and permitting making process difficult (28%)
- Motivators
  - Being confident the property would be protected or enhanced by it (60%)
  - Getting a tax break or reduced fees (28%)
  - Getting a loan or grant (25%)
  - Streamlined permitting and processes (21%)

Market opportunity

Primary behavior	# of parcels	% of parcels likely to engage	# of parcels likely to engage
Leave shore unarmored (unarmored parcels)	21,998	94%	20,678
Replace armor with engineered soft-shore protection	21,874	17%	3,719
Remove a portion of armor	21,874	14%	3,062
Remove all hard armor	21,874	8%	1,750

Market opportunity

Supporting Behavior	# of parcels	% of parcels likely to engage	# of parcels likely to engage
Obtain expert advice	38,031	24%	9,127
Address water drainage	27,618	33%	9,114
Install soft-shore protection instead of hard armor (unarmored)	18,029	39%	7,031
Plant native vegetation	22,185	25%	5,546
Maintain native vegetation	4,980	90%	4,482
Build further from shoreline than current regulations require	8,731	7%	611
Move home further from shoreline	36,565	1%	365

Shore Friendly Social Marketing

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Public Relations & Social Marketing

April 24, 2014

Decision Process and Influencers

Considering Purchase	Purchasing	No Action	Deciding to Take Action	Making Inquiry for Assistance	Selecting Action	Applying for Permit
Outreach staff	Outreach staff	Outreach staff	Outreach staff	Outreach staff	Outreach staff	Outreach staff
Realtors	Realtors	Realtors		Professional	Professional	Professional
	Neighbors	Neighbors		Contractor	Contractor	Contractor
						Permit Staff

Key Research Insights

Three groups of shoreline landowners:

- Category 1: Unarmored Properties (segments 1 through 4)
- Category 2: Armored Properties with No-Mid Erosion Risk (segments 5 through 8)
- Category 3: Armored Properties with High Erosion Risk (segment 9)

Audience Characteristics (sound wide, all categories)

Demographic trends that are significant as compared to overall population in Puget Sound Region:

- Older homes on property (45% built pre-1980)
- Have lived on property long-term
- Tend to be higher income (41% 125K+)
- College educated (81%)
- Age 65+ (58%) and many retired (59%)
- Strong voting habits

Audience Characteristics (sound wide, all categories)

Psychographic trends (values and beliefs):

- Think Puget Sound is in good health
- Have a personal/emotional connection to Puget Sound
- Strongly believe that the Shoreline should be protected/preserved for future generations
- Want to do the right thing but don't know what that is
- Are hungry for information about how to responsible manage their shoreline; have a desire and capacity for detailed information

Category 1

52% of residential shoreline parcels (unarmored)

United by target behavior to leave shore unarmored

Primary Barriers:

- Concern with erosion
- Anticipation that storms, waves, or tides might change the shoreline

Primary Motivators:

- Belief that their unarmored property is sufficiently protected or enhanced by not having armor
- Natural look of shore created by not having armor
- Creating a healthy habitat for fish and wildlife by not having armor
- Tax breaks for not having armor
- Lower maintenance time and cost relative to armor

Category 1 Recommendations

- Start with this group to influence social norms
- Regulatory limitations address target behavior
- Address risk of illegal “do-it-yourself” armor projects

Category 2

46% of residential shoreline parcels

United by target behaviors to:

1. Remove all existing armor
2. Remove some existing armor
3. Replace armor with soft-shore protection

Primary barriers

- Concern with erosion
- The expense of removing armor
- Complicated nature of the regulatory/permitting process to remove armor

Category 2

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Primary motivators

- Protecting or enhancing their property by removing armor
- Tax breaks for removing armor
- Loans, grants or reduced fees
- A streamlined permitting process
- Creating a healthy habitat for fish and wildlife
- If there were substantial changes in the erosion of their property
- If storms, waves or tides changed their shore or bluff
- Free expert advice without a sales focus

Category 2 Recommendations

Barriers to removing/replacing armor with soft-shore protection are high and must be addressed

Segments in this category for emphasis

- Segment 5 (armored property with no home/no erosion risk) – low hanging fruit (222 parcels, 6.4 miles)
- Segment 8 (armored property with home, low to med erosion risk) – largest segment (38% of residential shoreline parcels, about 300 miles)

Category 3

- One percent of residential shoreline properties (81% have armor)
- Have existing armor and high erosion potential
- Some form of armor is likely necessary to protect these properties
- There is risk that alternatives will yield less than ideal results – could cause negative word-of-mouth

Category 3 Recommendations

- Not a priority for social marketing efforts
- High erosion potential may make armor necessary
- Soft-shore solutions may underperform, causing negative word-of-mouth

Shore Friendly

- Region-wide identity for shoreline armor reduction efforts
- Provides consistent messaging framework and rallying point
- Designed to be co-owned by state/local jurisdictions and compliment existing programs
- Celebrates and leverages regional stewardship ethic and shoreline lifestyle

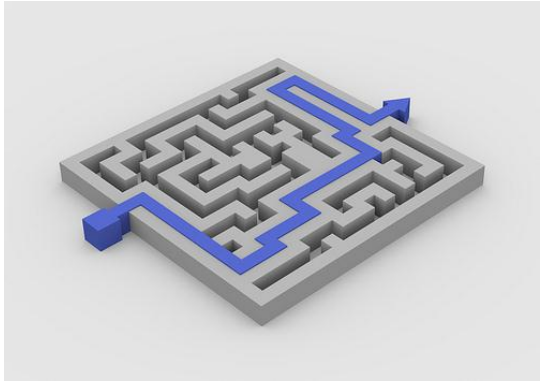
Shore Friendly Marketing Tools

- Assistance and Guidance
- Financial Incentives
- Non-Financial Incentives
- Promotions
- Influencer Tools

Assistance and Guidance

Regional Tools:

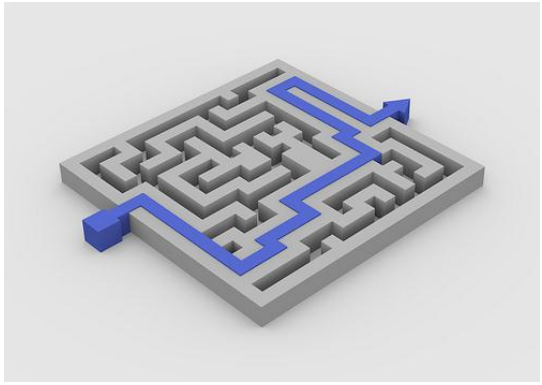
- Statewide Website: ShoreFriendly.com
- Free Erosion Assessments (development of tool)
- Shore Friendly Certification Program



Assistance and Guidance

Recommended Local Strategies:

- Local Website Portals on ShoreFriendly.com
- Free Erosion Assessments (implementation)
- Local Shore Friendly Ambassadors
- Shore Friendly Workshops
- Streamlined Shore Friendly Permitting
- Shore Friendly Plants
- New Homeowner Visits/Packets



Financial Incentives

Current tools to leverage:

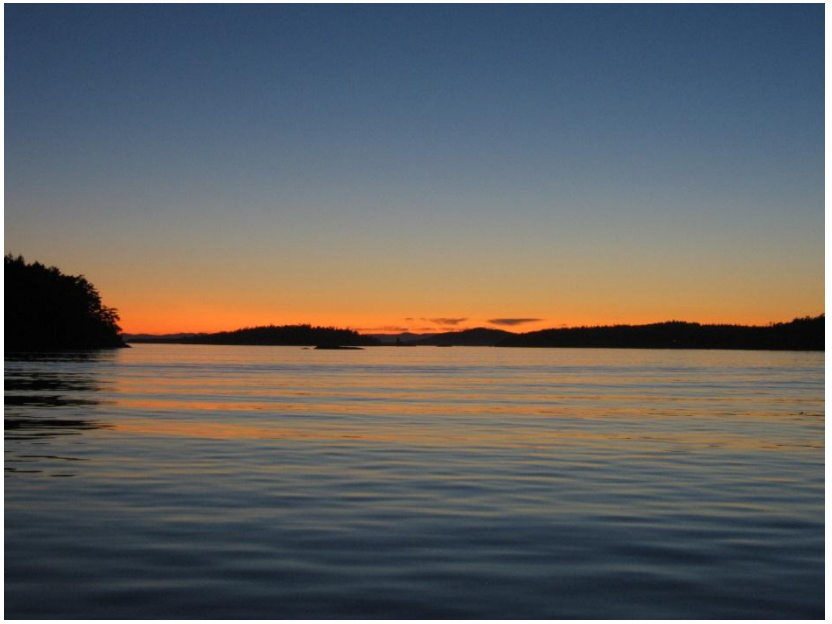
- Current use tax assessment and public benefit rating systems
- Tax incentive for donation of land or conservation easement

New tools to develop:

- Free/discounted permits
- Shore Friendly grants
- Low interest Shore Friendly loans
- Free technical assistance
- Group rates for neighborhoods
- Shore Friendly tax breaks

Non-Financial Incentives

- Shore Friends
- Testimonials



Promotions

- Earned media
- Communications plan for erosion events
- Shore Friendly demonstration project tours
- Shore Friendly awards/recognition

Influencer Tools

Realtors: Specialized workshops

Neighbors: Social norming tools (Shore Friends, earned media, communications response)

Outreach Staff: Training and branded outreach materials for face-to-face outreach

Professionals: Shore Friendly certification

Permit Office Staff: Specialized workshops

Contractors: Shore Friendly certification

Shore Friendly Messaging

Audience:	Unarmored
Primary Message	Leaving you shoreline unarmored means you can enjoy the natural beauty of your beach while also protecting the health of Puget Sound.
Call to Action	Learn how to be Shore Friendly. Sign up for a free erosion assessment to find out how protect your property and the habitat of Puget Sound.
Shore Friendly Description	Shore Friendly helps shoreline property owners make informed choices about how they manage and protect their shorelines. By being Shore Friendly you can protect the beauty of your shoreline while also protecting the health of Puget Sound.

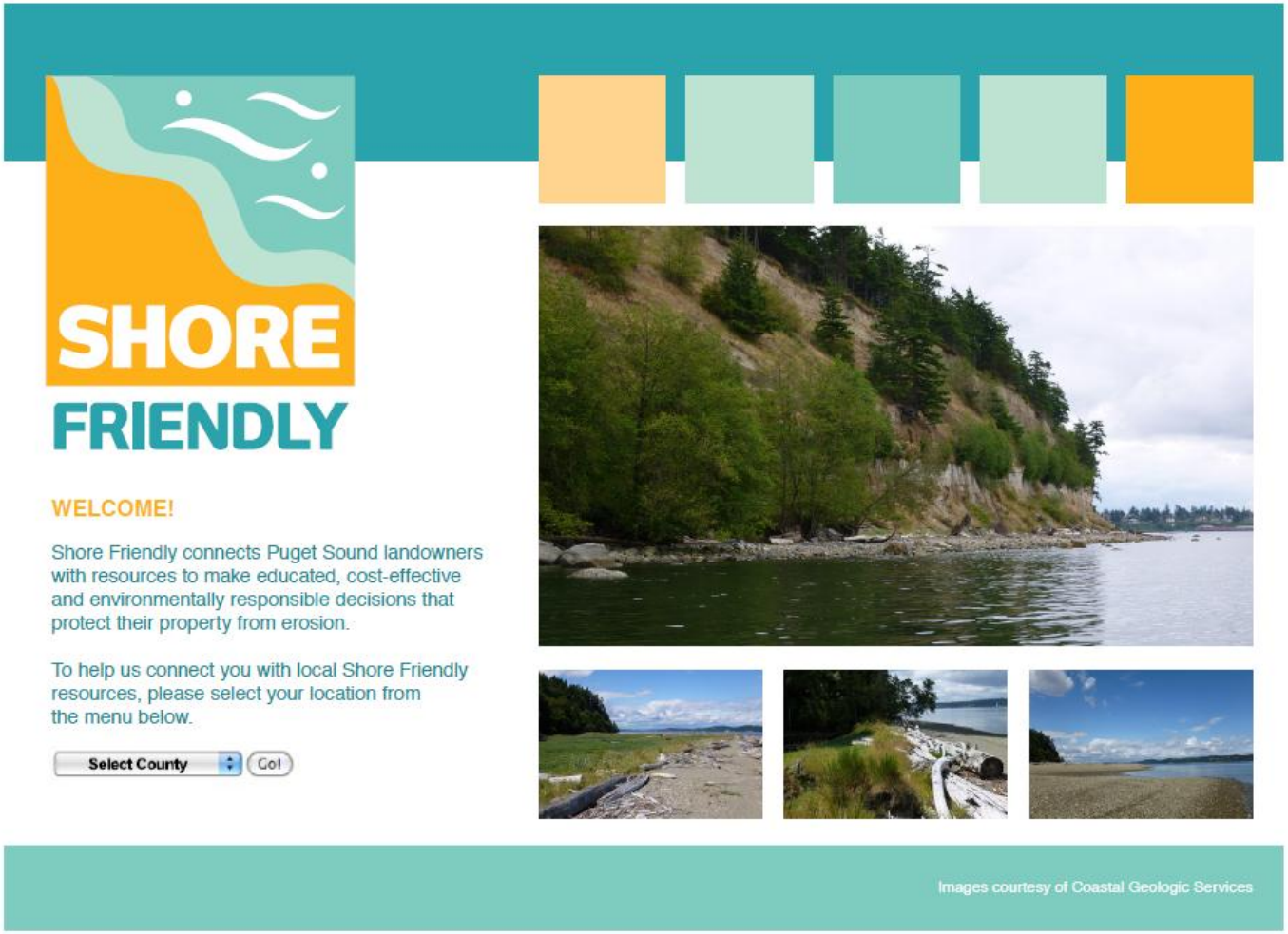
Shore Friendly Messaging

Audience:	Armored
Primary Message	Removing your shoreline armor can enhance the natural beauty of your property, increase access to your beach and help protect the health of Puget Sound without sacrificing protection from erosion.
Call to Action	Learn how to be Shore Friendly. Sign up for a free erosion assessment to find out how to protect your shoreline while also protecting the habitat of Puget Sound.
Shore Friendly Description	Shore Friendly helps shoreline property owners make informed choices about how they manage and protect their shorelines. By being Shore Friendly you can protect the beauty of your shoreline while also protecting the health of Puget Sound.

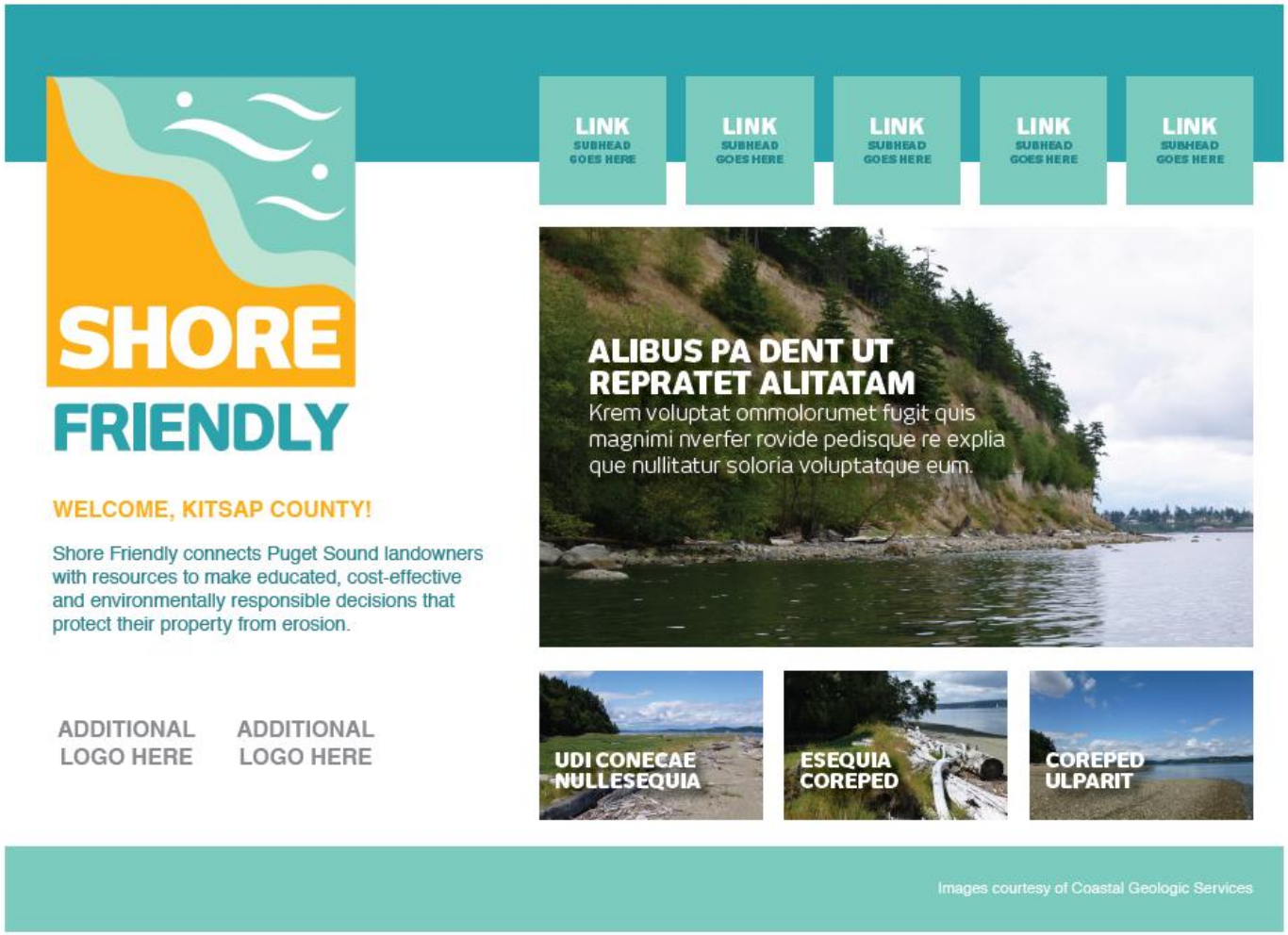
Materials – Logo and Certification

Materials – Yard Sign

Materials – Website Landing Page



Materials – Local Website



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Supporting Materials

Template Materials for local use and customization:

- Program fact sheet (for implementers)
- Fact sheet for property owners with armor
- Fact sheet for property owners without armor
- Testimonial

Using Shore Friendly

- Designed to be integrated or co-branded with existing programs
- Flexible and customizable for needs of local communities
- The more use, the better!
- Getting started:
  - Social Marketing planning how to guide
  - Brand Guidelines
  - Template materials

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Evaluation

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Evaluation Plan

Provide a tool for:

- Implementers to evaluate outreach strategies
- Program managers to measure progress toward desired goal(s)

Two components:

1. Summary Worksheet
2. Reference Guide

Summary Worksheet

Program Description: Organization, Audience, Behavior

Evaluation Plan:

- Purpose
- Metrics
- Measurement Plan
- Return on Investment
- Impact

Reference Guide

Developing a Purpose Statement

Defining Metrics: Inputs, Outputs, Outcomes

Measurement Plan:

- How to measure
- Who and when
- Cost

Calculating Return on Investment

Intended Impact & Potential Measurement

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Metrics

INPUTS	OUTPUTS	OUTCOMES
What Resources Will Be Allocated to Campaign: • Dollars • Staff Time • Volunteer Time • Existing Materials	**What Will We Spend Resources On:** • Activities • Materials • Media Placement • Site Visits • Other Outreach • Research	**What Target Audience Responses Will Be Measured:** • Awareness • Understanding • Attitudes • Intentions • Behaviors

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Return on Investment

Determining the cost to change one behavior:

- Money spent
- Behaviors influenced
- Cost per behavior influenced

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Intended Impact

Behaviors: (4 Primary and 7 Secondary)

Impact:

- Describe the potential desired benefit for fish and wildlife

How impact will be measured

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Next Steps and Q/A

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APPLIED RESEARCH NORTHWEST

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futurewise
Building communities Protecting the land

COASTAL GEOLOGIC SERVICES