



# Marketing to Property Owners

## *Social Marketing to Improve Shoreline Management*

*STAC Workshop September 15, 2021*





# Topics

Project Approach

Research

Outreach Strategies





# Action Research

Applying **marketing** and **social science** research to outreach programs that promote **safe, healthy, and sustainable** communities.



**sparkling** behavior **changes** for **good**

# Community-Based Social Marketing

Select Behavior



```
graph TD; A[Select Behavior] --> B[Barriers & Benefits]; B --> C[Develop Strategy]; C --> D[Pilot Test]; D --> E[Implement Broadly & Evaluate];
```

The diagram illustrates a five-step process for Community-Based Social Marketing. Each step is represented by a colored rectangular box, with arrows indicating a downward flow from one step to the next. The steps are: 1. Select Behavior (green box), 2. Barriers & Benefits (orange box), 3. Develop Strategy (blue box), 4. Pilot Test (yellow box), and 5. Implement Broadly & Evaluate (grey box). The boxes are arranged in a descending staircase pattern from top-left to bottom-right.

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

## Research

### Identify Barriers and Benefits to . . .

- ✘ Installing a living shoreline;
- ✘ Planting upland vegetation;
- ✘ Leaving shorelines natural; and
- ✘ Removing armor.



# Research Methods and Sampling

## Mail Survey

- ✕ February and March of 2020
- ✕ 1,600 shoreline property owners
- ✕ Properties identified through GIS mapping
- ✕ Chesapeake Bay in Maryland and Virginia



# Research Outcomes

## Benefits to Installing a Living Shoreline

- ✘ I want to protect the health of the Bay.
- ✘ I like how living shorelines look.
- ✘ I want to provide habitat for fish.
- ✘ It's the right thing to do.



# Research Outcomes

## Barriers to Installing a Living Shoreline

- ✘ Do not want to apply for a permit.
- ✘ Living shorelines are too expensive.
- ✘ Skepticism about living shorelines as an erosion control measure.





# Research Outcomes

## Focus Groups to Clarify Social Connections

- ✘ Neighborly conversations  
Boating, crabbing, shoreline management, erosion.
- ✘ Long-term residents  
Well-respected, credible, installed shoreline management elements.
- ✘ Resident subgroups  
*From Here's and Come Here's*  
Need to recognize as they may be less likely to mingle.



## Research Outcomes



- ✘ Shoreline property owners scope out neighbor's properties, especially from the water.
- ✘ Create online groups and use to discuss neighborhood property topics.
- ✘ Read local newspapers.
- ✘ Make use of resources such as VIMS and Master Gardeners.



Outreach strategies spring from research.

---



# Outreach Strategies

## Overarching Goals

- ✕ Highlight motivations
- ✕ Reduce or remove barriers
- ✕ Use social science tools to engage shoreline property owners in nature-based solutions



# Outreach Strategies

## Messages

 **Protect the health of the Bay.**

*You are the lifeline. Keep a living shoreline.*

*It's up to you to protect Chesapeake Bay.*

 **Keep your shoreline natural.**

 **Install a living shoreline.**

*You can restore and protect a natural shoreline.*

*What you do with your shoreline will be your legacy to the Bay.*



# Outreach Strategies

## Communication

- ✘ Use an emotional appeal before process.  
Beauty, healthy Bay, community, habitats, actions as legacy, protective.



# Outreach Strategies

## Communication

### ✂ Use imagery.

Beauty, marine life, birds, animals, people recreating, community activities, before and after images of living shorelines.



# Outreach Strategies

## Make it easier to start the process.

- ✕ Simplify the process.
- ✕ Provide resources at each step.  
How to . . .  
get the initial technical assistance,  
find credible, knowledgeable contractors,  
find funding for their project, and  
proceed through the permitting process.





# Outreach Strategies

## Use social connections to assist with decisions.

- ✘ Create pool of community ambassadors.
- ✘ Emphasize access to experts.
- ✘ Conduct outreach to property owners . . .  
at their doorstep, through neighborhood online groups, at community and demonstration site events.



# Outreach Strategies

## Visibility

- ✕ Use shoreline signs.
  - Draw attention to natural and living shoreline properties.
  - Strengthen self-perception as a bay guardian or protector.



# Outreach Strategies

## Commitments

- ✂ Ask property owners to make commitments to keep a natural or install a living shoreline.  
Display commitments in a public gathering space.





The marketing tools and implementation plan are nearing completion. The resources will be available through the Chesapeake Bay Program this fall or winter.



Thank you!