



# Marketing to Property Owners

Social Marketing to Improve Shoreline Management

STAC Workshop September 15, 2021

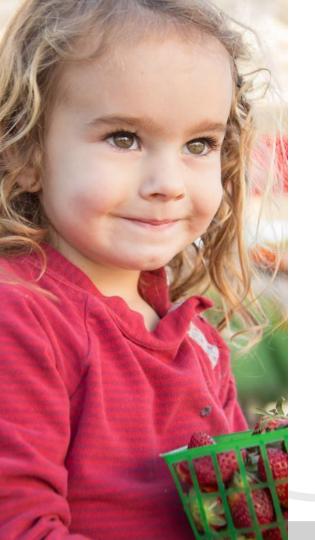




Project Approach

Research

**Outreach Strategies** 



## **Action Research**

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



## Community-Based Social Marketing





#### 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



#### **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.



#### **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.



#### **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.



- 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.



## **Overarching Goals**

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



#### 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.



#### **Communication**

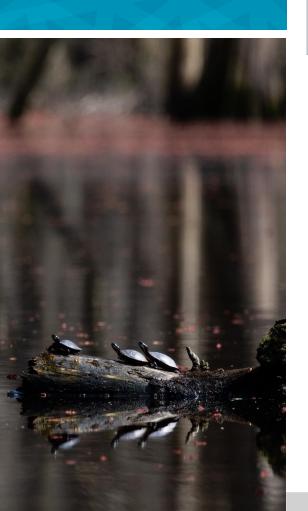
Use an emotional appeal before process.
Beauty, healthy Bay, community, habitats, actions as legacy, protective.



#### **Communication**

Use imagery.

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



#### 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.



#### 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.



#### **Visibility**

Use shoreline signs.

Draw attention to natural and living shoreline properties.

Strengthen self-perception as a bay guardian or protector.



#### **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!